

# The NATIONAL UNDERWRITER

*Life Insurance Edition*

## FROM EVERY QUARTER

### Testimonials acclaim the MUTUAL LIFETIME COMPENSATION PLAN



#### FROM THE NORTH

"As time goes on, the more enthusiastic I become about the Mutual Lifetime Compensation Plan. Service Fees, Efficiency Income and the Retirement Income Plan spell steadily increasing income and security in old age."

RAY C. WISHART  
*Le Sueur, Minn.*

#### FROM THE EAST

"This Plan gives one peace of mind and that's what we all desire most. It has great possibilities for the young men entering the business."

MARTIN P. KENNEDY  
*Scranton, Penna.*



#### FROM THE WEST

"Additional compensation for quality business is an important new source of income. This, combined with lifetime service fees and the Company's contributory retirement plan gives assurance of a very satisfactory income for one's entire life."

H. WASHINGTON DODGE  
*San Francisco, Calif.*

#### FROM THE SOUTH

"The new Mutual Lifetime Compensation Plan is an answer to the underwriter's prayer. Commissions, Renewals, Service Fees, Efficiency Income and Pension Plan, enable me to say in all sincerity that I face the future with greater confidence than ever."

TOMMY MARTIN  
*Murfreesboro, Tenn.*



*Our 2nd Century of Service*

## THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

*"First in America"*

34 NASSAU STREET



Lewis W. Douglas, President  
NEW YORK 5, N. Y.

FRIDAY, SEPTEMBER 7, 1945

## *On the Long Road to Recovery from an Accidental Injury*



**THIS** man has been receiving weekly indemnity for many months. He has accumulated a lot of medical bills which will be taken care of by the reimbursement feature of his Accident insurance policy. It is important to sell your clients sufficient Accident Insurance to take care of long term disabilities and heavy medical and surgical expenses.

**THE TRAVELERS INSURANCE COMPANY**  
HARTFORD, CONNECTICUT



## Cover Permanent Disability, More Workers: Altmeyer

### Congressional Committee Criticises Overlapping in Social Security Setup

WASHINGTON — Provision for benefits under old-age and survivors insurance for retirement on account of permanent disability was recommended by Dr. Arthur J. Altmeyer, chairman of the Social Security Board, to a congressional committee. He also recommended inclusion of farmers, self-employed and farm labor under OASI, saying this could be done without too much complication under a "stamp book" system, remittances being made, perhaps, with income tax returns. The share-cropper would present a problem, however, he admitted, in determining whether or not he is an employee.

The number of OASI policyholders has increased greatly under wartime employment, Altmeyer said, while claims for OASI benefits have increased substantially "because of the increase in the size of the insured population, a rise in retirements among aged workers, and an increase in deaths that give rise to survivor benefits." War casualties are reflected particularly in the increase of claims based on deaths at under 35 years of age.

### Grilled on Influencing Legislation

Rep. Engel grilled the SSB chairman as to its participation in influencing legislation, saying SSB people have advocated the Wagner-Murray-Dingell bill "when it is a violation" of law. Engel brought in the names of board employees such as Isador Falk, Ida Merriam, B. S. Sanders, Michael Davis, Wilbur Cohen. Altmeyer insisted board people have only furnished technical information, facts, when asked.

He said SSB had prepared a report on the WMD bill, endorsing it generally but suggesting many changes in language, which report went to the budget bureau. He denied the board advocated state medicine or socialized medicine, but admitted it has recommended "a system of health insurance."

Committee members made the point it is possible for beneficiaries of old-age public assistance to receive more money than OAS insured who have contributed to the OASI fund. Altmeyer suggested the law might be "improved" in that respect, as he said the present situation is "paradoxical." He said the board has advocated changes in title I of the social security act to give recognition to difference in economic status of people in various states and to provide flexibility in the program of grants-in-aid under title I, "in order to try to bring closer together" state payments under that title, varying from \$11 to \$45.

### Is "Large Insurance Company"

On account of increased OASI work, the SSB wanted to increase the number of employees in the bureau by about 600. Social security overhead is paid for about 85% out of taxation and 15% out of general treasury revenues, Altmeyer estimated.

The OASI bureau of the SSB "is in the nature of a large insurance company," said Altmeyer. Claims must be handled efficiently and correctly and

(CONTINUED ON PAGE 21)

## Set Bureau-Agency Officers Meeting for Chicago Nov. 12

HARTFORD—Announcement is made that the Sales Research Bureau and Life Agency Officers annual meeting will be held at the Edgewater Beach Hotel, Chicago, the week of Nov. 12, subject to any ODT regulations.

## Equitable Waives Interest for Year on Veterans' Loans

NEW YORK—To assist returning veterans to reestablish themselves in civilian life, Equitable Society will waive interest for one year on \$2,000 of principal on home and farm real estate loans to veterans, Thomas I. Parkinson, president, announces.

Veterans who wish to own a home in the country where they can do part-time farming while working at a regular job in a nearby city or town will likewise receive the benefit of free interest for one year.

In addition, Equitable Society will waive interest for one year on the same basis for all of its present home and farm borrowers, who have served 90 days or more in the armed forces.

"This action by directors of Equitable Society reflects recognition of the fact that the returning veteran will need a little time in which to reestablish himself successfully and it is hoped that by thus easing his financial burden during the first year following his return to civilian life, Equitable will be making a contribution toward enabling the veteran to start life anew on a firm foundation," Mr. Parkinson stated.

### Can Borrow Twice as Much

Pointing out that surveys indicate that an estimated 1,400,000 men in the armed forces are planning either full-time or part-time farming after they are discharged, Mr. Parkinson pointed out that under Equitable's offer the veteran who wants to go into farming will be enabled to borrow twice the amount stipulated as his privilege under the G.I. bill of rights. Under the bill, the veteran is entitled to a government-guaranteed \$2,000 loan with interest waived for one year. Since Equitable Society will not require any government guarantee for its farm mortgage loans, the veteran, if he wishes, can borrow an additional \$2,000 with interest waived for one year, from a bank or other source to purchase equipment and livestock for his farm. Thus a total of \$4,000, with interest free for one year, will be available to the veteran who intends to take up farming.

## Brewer Heads Texas Home Office Underwriters

Following the recent tentative organization of Texas home office life underwriters, permanent organization was completed at a second meeting in Dallas August 28, with companies throughout the state participating.

Permanent officers elected are: President, E. F. Brewer, Republic National Life; vice-president in charge of programs, R. B. Caplinger, Reserve Loan Life; vice-president in charge of membership, W. H. Blaney, Southland Life; secretary-treasurer, J. H. Penter, Great American Reserve.

Regular monthly meetings will begin with September, to be held in Dallas because of its convenient location for the greater number of members.

## Women Leaders Hold Annual Parley at Chicago

About 30 members of the Women's Quarter Million Dollar Round Table gathered at the Edgewater Beach hotel, Chicago, this week for a three-day annual convention that was arranged in haste after the lifting of restrictions following V-J Day. This is the longest session that the group has ever held. Usually the meetings are sandwiched in during N.A.L.U. convention week.



Hermine R. Kuhn

Miss Hermine R. Kuhn, field supervisor of Manhattan Life, was in charge as chairman. The assisting committee including Miss Elsie Matthews, Manhattan Life, Montclair, N. J.; Miss Hazel Herrmeyer, Penn Mutual, Minneapolis; Mrs. Eunice C. Bush, Mutual Life, Baton Rouge, La.; Miss Elizabeth Souderdike, New England Mutual, Detroit.

The convention theme was "Selling Life Insurance During the Reconversion Period."

The first session Wednesday afternoon was devoted to programming, the speakers being Grover Simpson, Chicago manager of Manhattan Life, and the panel chairman, Miss Ruth M. Kelley, Manhattan Life, Detroit.

Business insurance was taken up at the Thursday morning session with Walter N. Hiller, Penn Mutual, Chicago, as speaker, and Mrs. Bush serving as discussion leader.

At a luncheon Thursday a number of Chicago business and professional women were guests of honor. That evening was held a cocktail party and banquet. Miss Kuhn gave her annual report at that time and the speakers were Vincent Edmundson, assistant to the president of Manhattan Life, on "Increased Importance of Women Life Underwriters in the Reconversion Period"; H. Kennedy Nickell, Connecticut General Life, president Chicago Association of Life Underwriters; Philip B. Hobbs, Equitable Society, Chicago, vice-president N.A.L.U.; James H. Brennan, Fidelity Mutual, Chicago, N.A.L.U. committee member; John D. Moynahan, Metropolitan Life, Berwyn, Ill., N.A.L.U. trustee.

At the final session Friday morning pension trusts was the subject and Louis Behr, Equitable Society, Chicago, was the speaker. Miss Kuhn handled the discussion.

## Col. D'Olier's Group to Survey Japan Bombings

Col. Franklin D'Olier, president of Prudential, who is in the service of the War Department as head of the strategic bombing survey, will leave shortly for Japan, where he and his group will make an extensive study of bomb damage and especially the effects of the two atomic bombs.

It is quite likely that Col. D'Olier and his group will make two trips to Japan. The surveys will be along the same lines as those in Germany.

### Chicago Association Resumes

The first fall luncheon meeting of the Chicago Association of Life Underwriters will be held Sept. 27 jointly with the Chicago C.L.U. chapter. There will be a program of several addresses by speakers whose names and subjects will be announced later.

## Life Insurance Well Set for New Economic Era

### More Business to Be Written on Mass Plans; Broader Protection

Developments in the life insurance field especially in expanding company service, increasing marketing facilities, planning for meeting needs of the day can be found in many directions. The announcement that State Mutual Life will enter the group insurance field is indicative of the trend of the times. Evidently companies realize that there will be more insurance sold on mass plans.

Companies writing group life, accident and health insurance as well as hospitalization have realized the entre that it gives to large concerns and their people. Hospitalization and other forms of medical reimbursement have been adopted by a number of companies especially if they are in the accident and health field.

While most life companies have kept aloof from accident and health insurance undoubtedly there is a growing tendency to combine these forms of personal protection. Recently North American Accident of Chicago, one of the most successful accident and health companies that has stuck closely to its last, has changed its charter so that it can write life insurance. These companies have developed programs that are attractive so that a person can be covered in case of permanent or partial disability. The old time disability clause has been removed so far as life payments are concerned with most companies. Those writing accident and health insurance are able to offer this through accident and health policies.

### Meeting Personal Needs

These companies that are writing full personal protection take the ground that life, accident and health can give coverage that will meet the personal needs. Life insurance itself is presented in many forms but the most popular, of course, is the fact that it offers protection to dependents. Then comes health and accident insurance to protect the policyholder as a form of time interruption indemnity. Double indemnity is offered where death is caused by accident. Altogether the companies writing these complete forms of personal protection are enlisting in their cause a number of very successful agencies.

Group insurance has been extended and changed from the original form where only group life insurance was written. There is now being sold what is called "group permanent." This form was introduced by Bankers Life of Iowa. It is ordinary life insurance written on the group plan but in case a person drops out or leaves the employment of a concern having group insurance the holder has a policy that he can carry on and has cash values whereas his regular group policy would be term and would have no value to him in the way of a cash or loan value. John Hancock Mutual has taken on this form of group insurance and is making a success with it.

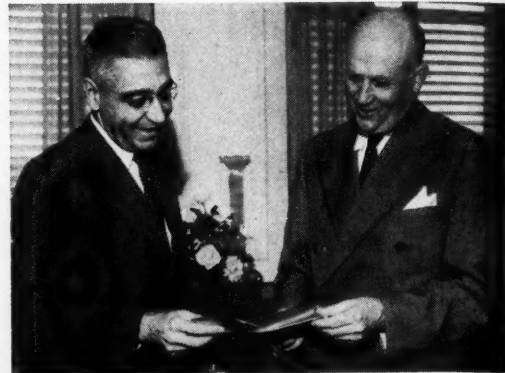
In addition the "stop and go" plan has been developed and some companies will now write a group policy for retirement purposes permitting the em-

(CONTINUED ON PAGE 21)

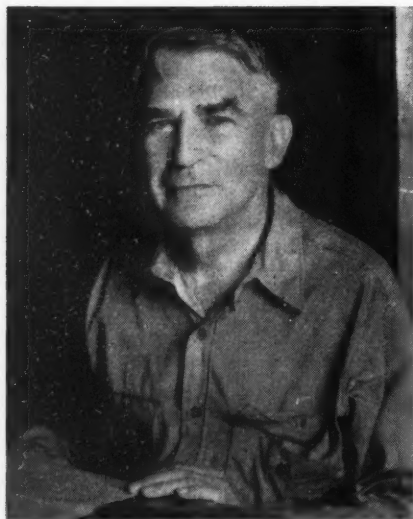
## LIFE INSURANCE MEN AND EVENTS IN THE NEWS PICTORIALLY PRESENTED



New officers of the American Society of Chartered Life Underwriters were installed at a dinner meeting in the Edgewater Beach Hotel, Chicago. Left to right, George H. Gruendel, Chicago chapter president, toastmaster; Roland D. Hinkle, Equitable Society, Chicago, vice-president American Society; Clifford H. Orr, National Life, Vt., Philadelphia, president; Fred W. Floyd, Philadelphia, secretary and executive secretary; and Edward A. Krueger, State Life of Indianapolis, treasurer.



A. J. McAndless, president Lincoln National Life, is presented with a letter of greetings from the Brazilian Institute of Actuaries by Sr. Rodrigo de Andrede Medecis, the institute's secretary. McAndless is president of the American Institute of Actuaries, and was especially pleased to receive Sr. Rodrigo at Lincoln National's home office in Fort Wayne. Sr. Rodrigo is making an extended tour of the United States, studying methods of insurance companies here.



Louis H. Pink

Special insurance adviser to the president of the Philippine Islands, at work in his new post



The first life insurance policy sold in the Philippines since their liberation is purchased by Dr. Pedro Balalong from Miss Monica Fuentes, agent of United States Life.

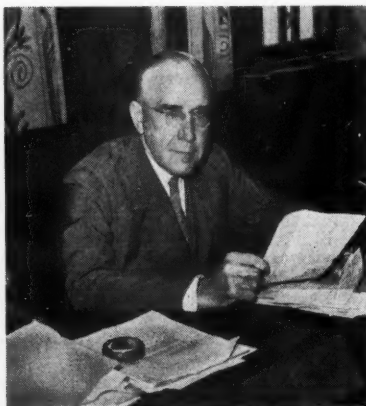


First U. S. Life policyowner in the Philippines to pay up premiums since the Japanese occupation was Miss Paz De Las Reyes, former "Miss Philippines" who is now a practicing attorney in Manila.



(Left) As floodlights again were turned on the tower of New England Mutual's home office building last week, the ground-floor quarters of the Red Cross blood donor center in Boston were darkened and a sign appeared in the door which read, "Mission Completed."

The center opened 15 days after Pearl Harbor and when the need for plasma had outgrown these facilities, New England Mutual made more than 40,000 sq. ft. of space available without cost in the east wing of its new building.



Gerard S. Nollen, president Bankers Life of Des Moines, is shown opening telegrams on his birthday, Aug. 29, sent by managers of the 48 Bankers Life agencies giving results of a "Dawn to Darkness Drive" conducted the day before, in his honor. New business totaled \$2,300,000 in the one day drive.



## State Mutual Will Enter Group Field

**Will Establish Department as Soon as Manager Is Secured**

NEW YORK—Company executives are interested in the announcement that State Mutual Life will shortly start writing group insurance and will have a full fledged department. It is understood that the work will be started as soon as a competent man can be found to head the department and proper arrangements can be made to start work in the field.

### Significant Development

State Mutual Life is about the only company to open the fall campaign with an announcement of this kind. It is known that other companies have similar intentions. This is regarded as significant and another proof that companies that have held aloof from wholesale insurance are coming to it, realizing it is one more tool in the hands of agents.

## Agents' Status Under Washington Unemployment Clarified After Flurry

SEATTLE—Hundreds of Washington agents received letters from the state office of unemployment compensation giving the impression that they were being covered under the state act and would be obliged to pay a 2.7% salary tax. Following a flood of inquiries to company offices here the state department clarified the situation by again confirming its previous reversal of its former holding with respect to the status of insurance salesmen, agents and solicitors under the act. "Such individuals over whom common law, master and servant control is not exercised will be considered as independent contractors. It is our opinion that the greater majority of insurance agents who are compensated solely on a commission basis will qualify as independent contractors under this ruling," the state department pointed out.

Later the Washington Association of Insurance Agents informed its members that they have the same status under the state act as under the federal social security act.

## WAEPA Insurance Plan's Future Is in Doubt

WASHINGTON—The future of the Equitable Society-War Agencies Employees Protective Association group program, for government civilian employees on foreign assignment, is in doubt, now that the fighting is over.

The policy is stated to provide for coverage for the "duration" and a reasonable time thereafter. It also provides that insured members of the group may maintain the coverage as long as they are in government employment.

Many of those insured are understood to be making a career of government employment, more or less permanent. Although the program was apparently designed primarily as a war measure, it is predicted that a core of it will remain for permanent government employees. Stacey K. Beebe, attached to the Foreign Economic Administration, is expected to remain on the job, in charge of the WAEPA insurance program.

## McCormack Back on Job

NASHVILLE — Commissioner McCormack returned to his office after an absence of nearly three months following a major operation, and a convalescence at his former home in Memphis. He is restricted to two hours of office work a day.

## Chicago Company Changes in Home Office Staff

Several important changes in the home office have been made by Continental Casualty and Continental Assurance.

Joseph K. Dennis, superintendent of agents of the commercial accident and health division of the casualty company, is promoted to assistant vice-president of the life company.

H. J. Couture, acting superintendent of agents of the casualty company's disability division, succeeds Mr. Dennis as superintendent of agents of the commercial division. Arthur Johnson, agency supervisor of the commercial division, has been promoted to assistant superintendent of agents of that division.

George W. Fitzsimmons is expected to be released soon from the army and to resume his former post as superintendent of agents of the disability division. Clifford Lembkey, agency secretary of the disability division, is promoted to assistant superintendent of agents in that division. He will act for Mr. Fitzsimmons in case the latter is unable to return before Oct. 1.

Under Mr. Couture's direction, the disability division showed an increase of \$1,252,000 premiums in 1944, and in seven months this year was \$1,059,000 ahead. The division under his leadership is expected to record about \$8 million of premiums this year.

(CONTINUED ON PAGE 22)



Joseph K. Dennis

## Advocates Social Security for Entire Population

Cogent reasons why it would be more realistic, as well as more in line with modern concepts of social security, to put all forms of social security insurance on a current-cost basis and include the entire population are set forth in a booklet entitled "Financing Social Security," written by Manuel Gelles, associate actuary of Mutual Life, and published by the Academy of Political Science. It is reprinted from the June issue of "Political Science Quarterly."

Mr. Gelles calls attention to the anomaly that exists in the present social security setup, which is that while it has the general aim of guaranteeing all individuals a predefined level of economic existence, the system is tied in with the principle of paying benefits only to those who contribute to the cost.

### View of Social Security Board

The social security board, he points out, believes that old age and survivors insurance should be a self-sustaining, closed system, with respect to the working population covered by the benefits, but he contends that the method of financing has not kept pace with the delineation of social security in its broad, present-day terms, but apparently has grown out of earlier forms of social security financing, patterned on legal reserve life insurance.

If, as Mr. Gelles suggests, old-age benefits were extended to all of the population now too old to work, expenditures would be greatly increased and, even on a modest basis, would exceed present or proposed tax receipts from the working population. Yet he believes such a course seems clearly called for by the social security "contract"—i.e., the concept of a basic guarantee to

all individuals of a predefined minimum level of economic existence. He contends that otherwise "the economic implications of providing a floor of financial well-being through social security will be obscured if not altogether lost sight of."

### Not Just Insurance Scheme

By means of tables showing the relationship between social security taxes and benefits, Mr. Gelles endeavors to show that "social security is not a disembodied insurance scheme but an integral part of the economic balance sheet of the nation." He points out that the income tax and the social security relationships of the individual and government are essentially counterparts, the former involving payments from individual to government, while the latter involves payments in the opposite direction.

The income tax, by reason of its negative elements—deductions for family status, dependents, etc.—involves a subsidy by the government similar to that in social security. Social security benefits to the present dependent groups, such as the over-age group, would presumably mean no dependency allowance in the income tax for support of these individuals. Part of the cost of the old-age benefits would, thus be made up, as far as the government is concerned, by the increase in taxes.

### Lists Advantages

Mr. Gelles lists the following as some of the advantages of financing social security in more realistic terms on a current-cost basis:

1. It would be more apparent to all concerned what the plan would cost and who would pay for it and what level of benefits would be provided at a given cost. This would undoubtedly result in a much clearer idea of what was being done in the way of social security.

2. There would be far less likelihood than at present of liberal benefits (deferred for a number of years in the future) being proposed and adopted without any clear realization in many important quarters of the ultimate cost.

3. Old-age assistance would practically disappear. The present old-age population would receive income as a right and not on the basis of proved need. Preferred "covered" groups of the working population would be eliminated.

4. Central records of individual covered employees' taxes would be greatly simplified, if not entirely eliminated.

5. The concept of individual equities, which arises from the present treatment of social security, is not realistic in the economic sense that the working population under social security provides the benefits for the nonworking population. The guarantee to the individual worker that he will receive benefits when he himself cannot work is implicit in the functions and obligations of any free democratic people who inaugurate and maintain a social security scheme.

6. Definitions of insured status, which are extremely complicated under the present law, would be very much simplified. Some types of death benefits could be omitted. Parents' benefits would be unnecessary since there would be old-age income for all over a certain age. Lump-sum death payments, now payable if no member of the immediate family is living, could be omitted.

### Local Agents to Hear Plaisted

ST. LOUIS—Frank H. Plaisted, St. Louis general agent of Aetna Life, will address the Insurance Board of St. Louis Sept. 12 on "Making 'Life' Easy." Superintendent Scheufler will be the guest of honor.

Mr. Plaisted was to have spoken on the same subject at the June meeting but his talk was postponed.

## Either, but at Work

L. M. Barger, Penn Mutual general agent in Birmingham:

"We are in the position, like members of the banking institution, of thinking in large terms of money on one hand and living on smaller terms on the other hand. We speak glibly of \$250 a month for ourselves.

"What is \$250 per month? What creates it? Well, either \$100,000 working for you at three percent interest, or you working like a \$100,000 machine and producing it.

"Can \$250 a month be earned by \$100,000 of money? Can it be earned by a lazy man? Not with the competition which exists in the money and man market today. The \$100,000 must be eager money, smart, working 24 hours a day, 365 days a year. You can figure for yourself what a man will have to do.

"Let's keep our heads about this thing and realize that on the present market, \$250 a month is obtained only by money at work or men at work."

\* \* \*

## THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## What Do You Mean — "TEMPORARY INSURANCE"?

TERM INSURANCE is temporary insurance if it fails to provide a plan of continuance for all contingencies.

But there's nothing impermanent about Occidental's Renewable and Convertible Term plans. They guarantee renewal and conversion—at today's rates, written right in the policy. And we'll include our special Income Disability clause for Term, too!

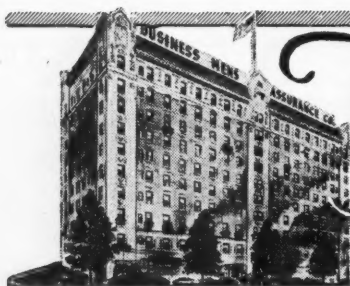
This Disability Clause provides income, not just for the life of the Term policy, but throughout the continuance of disability. Meanwhile, the Term automatically converts to Ordinary Life when it expires, and the Ordinary Life premium is likewise waived.

Most such policies *do* renew or convert. And we've paid as much as \$62,000 (disability income plus death benefit) under a \$20,000 Five-Year Term policy!

**Occidental Life Insurance Company**  
of California

V. H. JENKINS, VICE PRESIDENT

"We pay lifetime renewals—they last as long as you do"



W. T. GRANT  
Chairman

J. C. HIGDON  
President

Centrally Located  
Serving the Nation  
from Coast to Coast



**BUSINESS MEN'S ASSURANCE COMPANY**

KANSAS CITY 10, MISSOURI

## The Home of COMPLETE PROTECTION

- LIFE • ACCIDENT
- HEALTH • ANNUITIES
- HOSPITALIZATION
- GROUP • ALL-WAYS
- REINSURANCE

## More Companies Remove War Clause

### UNION CENTRAL

Union Central Life has discontinued war clauses in all new policy issues. Aviation hazards will be considered in accordance with rules already in effect.

Policies converted from term under the Option 2 conversion privilege will not contain a war clause.

Peace-time limits of retention are restored with these exceptions: Maximum limit (old and new insurance) on single males, 17-19 inclusive, \$10,000; double indemnity and term written but not waiver of premium disability.

Maximum limit (old and new insurance) on risks in military service shall be \$10,000 on commissioned officers, cadets and midshipmen, and \$5,000 on warrant officers, non-commissioned officers, petty officers and privates. Disability, double indemnity and term not written. A partial aviation exclusion endorsement will be added to this class of risks and the right of declining is reserved on cases presenting unusual or extreme hazards.

### SUN LIFE, CANADA

Sun Life of Canada is issuing policies without a war clause. As soon as conditions permit announcement will be made regarding status of existing policies containing war and aviation provision with special reference to aviation and existing service risks.

### ATLANTIC LIFE

The war risk exclusion rider has been eliminated from all new issues by Atlantic Life. Aviation restrictions will be eliminated from new policies, except to applicants ages 15 to 30, inclusive, and where a special aviation risk exists. Applicants other than those within the above age bracket, who are pilots, or who have had previous aviation training, or are exposed to an aviation hazard, will be considered under the present aviation exclusion rider, or if full coverage is desired without restrictions, those applicants will be considered for an extra premium.

### UNION MUTUAL

Union Mutual Life has ceased attaching war risk provisions to new policies issued on the lives of civilians, unless a special hazard exists in an individual case.

### NORTHERN LIFE

Life policies of Northern Life of Seattle are now being issued without war clauses. All policyholders having policies containing a war clause will have life insurance coverage for death caused by injuries incurred on or after Sept. 1, 1945, although the insured may be in military or naval service or outside the home area.

The present aviation clause will be continued in all life policies. This clause excepts from coverage only such flights as may be taken in aircraft operated by military or naval authorities, operated for training, instruction or testing or in which the insured is acting as pilot or member of crew.

### GUARANTEE MUTUAL

Guarantee Mutual Life has discontinued its war and aviation exclusion agreements. No action is being taken on outstanding policies, although such agreements will be interpreted in accordance with the more liberal clause adopted Aug. 1. The military questionnaire is being discontinued. If an applicant has been medically discharged or has been classified 4-F, the date and reasons for the discharge or classification should be reported. If the applicant is a pilot, is taking aviation training or intends to do considerable flying other than as a fare-paying passenger, an aviation questionnaire should be submitted. Such risks will be underwritten on an individual basis.

Hereafter, if the waiver of premium, payor waiver of premium, or accidental

death benefit rider attached to a policy excludes flight in any aircraft, this will be interpreted in accordance with the more liberal clause recently placed in use to give full coverage to flights while the insured is a fare-paying passenger traveling on a regular commercial airline.

### U. S. LIFE

U. S. Life has eliminated extra premiums on its world-wide travel coverage and has currently under consideration a revision of foreign residence extras. New policies will no longer include restrictive clauses in respect to military service and civilian war casualty. Aviation risks will be individually considered. Action on wartime restrictions in existing policies will be announced shortly.

### SECURITY LIFE & TRUST

New policies of Security Life & Trust's ordinary department will be issued without a war risk clause.

### AMERICAN UNITED LIFE

Newly issued policies will not contain any war or war service limitations, other than those contained in the disability and double indemnity benefits, American United announces. Aviation provisions, similar to those announced July 31, will be continued in the following cases: Issues for individuals who are members of, or about to enter the armed forces will include a five-year aviation exclusion unless the character of the service dictates the use of the permanent exclusion rider. All other issues will be unrestricted if warranted under the individual circumstances.

### PENN MUTUAL

Penn Mutual has lifted its war and aviation clause. The aviation restriction is eliminated from new issue except where a special aviation risk exists.

### Cincinnati A. & H. Picnic

CINCINNATI—Summit Hills Country Club in Kentucky was the scene of the annual picnic of the Cincinnati Accident & Health Underwriters Association. The program included an afternoon of golf and swimming, followed by dinner and cards. Homer Trantham, executive secretary Ohio Accident & Health Association, spoke at the dinner. "Any legislation that affects your company, such as excessive taxes, affects you," Mr. Trantham said. "If it injures the company it injures you and the entire business. Excessive taxes will bring reduced commissions. Members of local associations must help the state association. All must help, for as in the war when victory was gained not by one, a hundred or a thousand soldiers, but by ten million soldiers all fighting together, so victory in combating interests opposed to accident and health insurance will only be attained by all agents working with their associations."

A. F. Taylor, Toledo, and C. F. Harroll, Dayton, were visitors. A brief business meeting followed the dinner.

### Reorganize Atlanta Law Firm

The law firm of Smith, Smith & Bloodworth at Atlanta has been reorganized as Smith, Partridge, Field & Doremus and will continue to occupy offices in the Grant building there. As in the past the law firm will specialize in the practice of cases involving all lines of insurance. Estes E. Doremus is well known in the fire insurance field and wrote the book, "What to Know About Automobile Insurance." Victor L. Smith, one of the original members of the firm, founded in 1898; Alex W. Smith, Jr., Robert E. Lee Field, Mr. Doremus and Crooms Partridge are the members of the reorganized firm.

J. M. Bartow Bloodworth, assistant city attorney, will continue the general practice of law with offices in the Citizens & Southern National Bank building.



## Support Tax in Texas, Protest Levies in Ohio

In Texas 65 companies which paid more than \$1 million of 1944 premium taxes under protest have withdrawn their objections. This was because of the revision in the Texas tax levy which has been made by this year's legislature so that it is now equal upon domestic and foreign companies where the percentage of capital investment in Texas is the same.

Fifteen companies are maintaining their suit to keep from paying \$460,793 under the tax law in effect last year, and their case is expected to come up before Federal District Judge Gardner at Dallas early this fall.

Domestic life companies of Texas are taking the lead in seeking to uphold state regulation of business and defend the new premium tax law, according to C. F. O'Donnell, president Southwestern Life of Dallas. If the contention of some of the companies that have filed suits that premium taxes constitute a burden on interstate commerce and therefore violate the constitution is upheld, it would be the death of state regulation of insurance, according to Mr. O'Donnell. State regulation would be handicapped severely if no tax or charge could be made to cover the cost of regulations.

### Protest Tax in Ohio

With the Aug. 31 deadline for the payment of the second installment of the Ohio insurance premium tax there was a rush on the part of insurance companies to pay the tax. It is estimated by state treasury officials that fully 75 paid under protest. Several additional suits were filed. Equitable of Iowa, Bankers Life of Iowa and Central Life of Iowa filed new suits, protesting against the payment of the tax and asking that the payments be segregated in the state treasury. Injunctions restraining the state treasurer from placing the moneys in the general fund were issued.

Suits were filed along the same line by four Texas companies, American Indemnity, American Fire, Gulf, and Atlantic, asking that the payments be impounded. It was pointed out that in these suits, which were based on the U. S. supreme court's ruling in the S.E.U.A. case, that while foreign companies pay an Ohio tax of 2½% and domestic companies a smaller tax, the Texas companies pay a tax of 4.05%, under the retaliatory provisions of the insurance law.

Supplemental petitions covering the second installment were filed by the following companies, which had sued when the first installment was made: Prudential, Massachusetts Mutual, Phoenix Mutual, Connecticut General. The charge is made that the Ohio law is discriminatory and unconstitutional.

The amount of taxes involved is as follows: American Indemnity, \$3,483; American Fire, \$199; Gulf, \$3,571; Atlantic, \$1,861; Equitable of Iowa, \$55,371; Bankers Life, \$47,509; Central Life, \$10,666.

### Read Joins Drive Against Non-Admitted Companies

OKLAHOMA CITY—Commissioner Read of Oklahoma has joined in the fight on non-admitted companies and is launching a campaign designed to educate the public as to the chance it is taking by insuring in companies not licensed in the state. The first bulletin was sent to every newspaper in Oklahoma with the request that it be published. It will be followed up by a bulletin to all bankers, asking them to help spread among their clientele the gospel of buying only from admitted companies. With the consent of Commissioner Hobbs of Kansas, Mr. Read is using his idea in having printed at the bottom of the department's letter-

heads in large bold face type: "Buy Your Insurance from Admitted Companies."

The Oklahoma commissioner points to a case where one non-admitted company denied liability where the insured was injured when thrown from a horse on the ground that the insured mounted the horse intentionally. Mr. Read added that of course no one ever mounted a horse or got on a train or streetcar without doing so intentionally.

"We can't stop the mail operations nor the radio broadcasts of unadmitted companies but through publicity we can demonstrate to the public the danger of

buying from companies that are not licensed in the state," he said.

### Two-Month Drive for Adams

The field force of Ohio State Life has launched a two-month campaign in honor of President Claris Adams. War bonds will be awarded to the winners in the campaign, and framed certificates will be presented to every man and every agency making the designated quota. The President's Trophy will be awarded the agency which exceeds its assigned quota by the highest percentage. In

previous campaigns this trophy has been won by the Mansfield, Akron, Cleveland and Los Angeles agencies. The Cleveland agency won the trophy five years in succession.

The campaign is being conducted by a committee composed of J. C. McFarland, Cincinnati; Carl Adams, Cleveland; William H. Hecht, Celina; R. G. Leuzinger, Columbus and E. G. Siefert, Marion.

Write more accident business by subscribing to The Accident & Health Review, \$2 a year, 175 W. Jackson Blvd., Chicago.

# Thoughts at 60 . . .

September 15, 1945 is the Sixtieth Anniversary of NWNL's founding.

Relatively few business enterprises reach the three-score mark. But a soundly-managed life insurance company at 60, while old enough to have achieved a mature stability, still is young enough to look forward to its years of greatest growth and service. Especially is this true when the men on whom its progress most depends are men who not only possess sound and proven ability, but also imagination, initiative, and vision. Such men hold positions of leadership and responsibility with NWNL; their spirit is the spirit of the organization.

History has decreed that at this moment the world rounds the long-awaited turn toward peace, only to face the disturbing problems of a wholly new epoch. Let us remember that each challenge,

however grave, presents an opportunity of equal magnitude. Life insurance — companies and agents — are face to face with the opportunity to achieve new high levels of performance in providing a backlog of security for thrifty, self-reliant men and their families which leaves them free to unleash in full measure the constructive, creative forces on which our future so completely depends. NWNL believes that opportunity will be grasped, and intends to do its full share toward achieving the result.

The open-minded approach to problems affecting the life insurance business, the determination to meet progress halfway rather than await it, faith that the jobs which need doing *can* and *will* be done—these tenets will continue to guide NWNL as it moves into its sixties.

## NORTHWESTERN *National* LIFE INSURANCE COMPANY

O. J. ARNOLD · PRESIDENT



MINNEAPOLIS · MINNESOTA

## Life Company Warns of Auto Accident Increase; Gives Procedure to Follow

The first post-war year will see more deaths from automobile accidents than Americans suffered from the first two years of world warfare, and everyone should know the proper steps in reporting an accident and in summoning an ambulance for its victims, in order to hold down the toll, according to Northwestern National Life.

Automobile clubs report that their service calls on account of tire failures have doubled since a year ago, also that their emergency towing calls are sharply increased. Fire departments report that calls to extinguish burning automobiles have reached a new high record. Police officers estimate that 25% of automobiles now rolling have defective brakes. Cases of drunken driving continue to show a steady increase. Recent traffic check-ups indicate that only one driver out of six is fully observing stop signs. Millions of automobiles and millions of drivers are in no condition to travel at speeds and for the distances customary in peacetime, the warning bulletin points out.

Only 13 states and nine cities now

have compulsory auto safety inspection laws in force. As safety legislation and safety planning takes considerable time to put into effect, a record number of automobile crashes is to be feared, with a fatality toll that may exceed 50,000, the warning states. The Northwestern National Life's medical department, therefore, offers timely instructions in how to call an ambulance and in other procedures to be followed in traffic accidents.

Few people realize that the quickest way to secure emergency aid, including ambulance service, is to call the city police or the state highway patrol. Most hospitals will not send out an ambulance on an accident call anyway, except upon authorization of a police officer, due to the many unwarranted calls which come in from excited witnesses of minor accidents.

Police officers and highway patrolmen are trained in first aid and are closer to the scene of most accidents than are hospitals and ambulance services. If convinced that an ambulance is needed, police or highway patrol headquarters

promptly relays the call to the nearest available ambulance.

Private ambulance services will generally respond to a call from any person who convinces them of his responsibility, particularly if he himself is concerned in the accident, but the safest rule to follow, and the one which will generally secure the quickest response, is to notify the police first in case of an accident within the city limits, or the state highway patrol department, in case the accident occurs out on the highway or on a country road. Then if the hospital or ambulance service checks with police or state patrol before sending out the ambulance, authorization will be prompt and important time will be saved.

"Stop a second and control your excitement after an accident—this is a rule that may mean a life saved," suggests the bulletin. Generally it is better not to attempt to pull an injured person from the wreckage unless there is danger of fire, or unless bleeding cannot be stopped without such removal. A doctor should supervise the moving of any seriously injured or unconscious person.

In case of severe bleeding, and in the absence of anyone trained in first aid methods, it is better to check the bleeding by applying a pad of the cleanest material available, even if only a handkerchief, and risk possible infection, rather than let possible fatal hemorrhage occur while waiting for medical aid, the bulletin advises.

man starting with \$200,000 his first year works up to \$400,000 a year production by his ninth year and averages \$10,615 income his 10th year. The "leader" type works up from \$350,000 his first year to \$1 million his eighth year and continuing that production earns \$26,382 his 10th year, according to Mr. Lamb's figures.

The book costs \$2 and is published by Printed Ideas, Des Moines.

### All-Industry Group Meets

NEW YORK — The All-Industry committee's subcommittee on the Clayton act will meet Friday of this week to prepare material for the general meeting of the All-Industry committee Sept. 19-20 at the Commodore Hotel here.

Ray Murphy, general counsel Association of Casualty & Surety Executives, is chairman.

### No Bookworm

The current issue of "Medical Economics" tells the experience of a Wisconsin doctor who asked an applicant for life insurance: "Have you had any history of tuberculosis?" "No," replied the man, apologetically, "I never got past the fourth grade."

### Denman Heads Pacific Mutual Big Tree Club

Pacific Mutual Life announces that 316 agents qualified for the Big Tree Club for the club year ending July 15. For the first time a member has qualified in the \$2 million class and automatically becomes national production champion and president of the club. Six other members have qualified in the \$1 million class, the top four becoming vice-presidents. The officers are: President, R. Earl Denman of the Joseph M. Gantz agency, Cincinnati; vice-presidents, Abram L. Geller, Jul B. Baumann agency, Houston; Harry H. Bettelman, D. J. Farrell agency, San Antonio; Maurice F. Bradley, C. G. Standeford agency, Fresno, Cal., and Fred L. Hirsch, Lem C. Swinney agency, Dallas.

Two of the members of the club, founded 31 years ago, have qualified throughout that period. They are Robert A. Brown of the Paschall-Gist home office agency and Dr. J. B. Wachtel of the Malcolm C. White agency, Oklahoma City.

W. Dwight Mead of Seattle again led the field in placing accident and health insurance in the commercial department.

### New Recruiting Book Is Published by Lamb

A new book, "Modern Opportunities in Life Insurance," is being published by Curtis Lamb, editor of the "Leader's Magazine," with the objective of reselling former agents now in service and in recruiting new men. Mr. Lamb served as a field director with the Red Cross overseas and has been a life agent. Earnings of life agents, the expansion of life insurance sales during the war, selection and training methods, a basic discussion of life insurance and selling methods are covered.

In a chapter "How Much Can I Make?" Mr. Lamb shows how renewals pyramid an agent's income and reports on a survey of 4,671 agents of four companies which showed that 21 produced \$1 million or more, 127 \$500,000 up to \$1 million, 778 from \$250,000 to \$500,000 and 1,184 from \$150,000 to \$250,000.

He estimates that the mature man in the business averages \$150 a month per \$100,000 production and with that as a basis estimates that 30.4% of the agents earned \$4,000 or more a year, 36.4% from \$2,250 to \$3,150 and 33.2% about \$1,350 a year.

Several tables show the earning progress of average, moderate, high grade and leading producers. The high grade



★ THE FIDELITY MUTUAL IS ANNOUNCING TO ITS AGENCIES THE ADOPTION OF R & R'S SUPERVISED TAX AND BUSINESS INSURANCE COURSE.

\*\*\*

WE WELCOME this fine group and shall do everything we can to make the investment of time and money exceedingly profitable.

TWELVE COMPANIES HAVE WITHIN TWO YEARS MADE THE SAME ANNOUNCEMENT. WHY? This letter to Mr. Stepp who directs the questionnaire service gives a partial answer:

"YOU HAVE BEEN MORE THAN KIND and I appreciate your patience in this my last lesson. I cannot put too high a value on the benefits I have received from my study. I probably would have left insurance work had the course not opened my eyes to so many opportunities. As it is, I made over \$600 in commissions on two business cases I wrote in August. The wheels are in motion for twice that much in September."

\*\*\*

YES, IT GETS RESULTS. THAT IS WHY STILL ANOTHER MAJOR COMPANY WILL ANNOUNCE ITS ADOPTION OF THE PLAN NEXT WEEK.

 PAUL SPEICHER  
Managing Editor  
**THE INSURANCE  
RESEARCH & REVIEW SERVICE**  
INDIANAPOLIS

## The COMMONWEALTH Commentary

### Helping to Plot the Plan

The spirit of teamwork which pervades throughout Commonwealth is clearly evident in the work of the Agency Advisory Committee with the company's officers.

Meeting twice yearly with the company's management, this committee presents many recommendations which are effected into company policy. The net result is that, through close consultation with the field, Commonwealth's progress is materially accelerated.

This accelerated progress is not only advantageous to the company, but of definite value to the men who represent it. There is a feeling of solidarity, of singleness of purpose, of agreed objectives.

Under the chairmanship of Dan H. Quirey, ordinary manager at Evansville, Ind., the Agency Advisory Committee held its regular two-day session this week at the home office, thus constituting a literal translation of Commonwealth's agency consciousness into action.

Insurance in Force, July 31, 1945 — \$256,050,873

**COMMONWEALTH**  
LIFE INSURANCE COMPANY

LOUISVILLE • MORTON BOYD, President

WHERE QUALITY MEN ARE BUILDING QUALITY VOLUME



## Expanded Training Program Announced by Conn. Mutual

With the coming of V-J day Connecticut Mutual has announced an expanded training program for all agents, new and old, as well as for supervisors and general agents. Connecticut Mutual, having laid stress for many pre-war years on the acquisition of young men, has had one-third of its 1941 full-time force on leave of absence, and at one time a high of 15 general agents in military service.

Parts I and II of the company course for agents, one of the first put out early in the century, dealing respectively with training of beginners and with programming, have been completely revised, looking so far as possible to post-war conditions. The principles of well organized, carefully prepared sales techniques are followed, but no longer is an agent expected to learn sales talks as such. He is guided in the understanding of what life insurance has to offer and what makes men buy, then instructed in building his own presentation. More stress than ever is given to prospecting.

### Spends Two Weeks at Hartford

Under the plan already initiated, the beginning agent spends two weeks at a school in Hartford. This curriculum is now devoted wholly to fundamentals of life insurance. No sales instruction is included, but immediately on return to his agency, the beginner enters a definitely formulated program of sales training, under the tutelage of his general agent. Experience has demonstrated, according to Vice-president Vincent B. Coffin, that sales training is better given in the agency, close to the firing line, where it may reflect the sales philosophy of the agency head. Connecticut Mutual believes that there are not one, but many, satisfactory methods of presenting the life insurance story.

After completing his early training and gaining adequate field experience, the agent becomes eligible for programming clinics, conducted by the agency department on a regional basis throughout the country. These are open as well to veteran agents, and will be offered to every qualified man at least once in three years. The next step is to study Part III of the company course, dealing with business insurance, taxation and pension trusts. For men who complete this work, similar regional clinics will become available, at least once in three years, carried on jointly by the agency and legal departments. The whole program points ultimately toward completion of work for the C.L.U. designation.

The company also will continue its periodic round tables for general agents and schools for supervisors, with renewed emphasis on how to help the individual agent make good.

### Tells Veterans Advantages of Life Insurance Selling

In order to do a good job in the life insurance field, "you must like people, be interested in their problems, approach them with a smile, let them talk about themselves and their families and how important they are, assuming an air of humbleness on your part but constantly on the alert to the needs of this man as he reveals them to you," G. E. Lackey, Detroit general agent Massachusetts Mutual Life, told 3,000 disabled war veterans in a talk on post-war opportunities in life insurance at the Percy Jones general hospital in Battle Creek.

"Aside from making a fine living for yourself, life insurance premiums which you persuade the American public to save are wisely invested by the companies in projects that make for better living in every community," he pointed out.

### Chance to Line Up Former Employees of Defense Industries

There will be now many former employees of defense and war industries that will seek peacetime positions. Most of these industries carried group insurance, life, accident and health, hospitalization. There is a certain time left for conversion from the group policy to the higher priced form so that a large number of these people will now become prospects

for regular insurance. They have had a good taste of insurance under the group plan and have liked it. In many cases group insurance has been an educator for the more substantial form.

### Slate U. S. Chamber Meetings

WASHINGTON—Post-war and re-conversion insurance problems will receive consideration at the first meeting of the new aviation section of the U.S. Chamber of Commerce insurance committee at New York Sept. 12, and a

meeting of the Chamber's directors here Sept. 14-15.

A. L. Kirkpatrick, newly appointed manager of the insurance department, will attend the directors' meeting.

Jerome A. French, Great Northern Life, Nashville, Tenn., was elected national commander of the Global War Veterans in the annual meeting in St. Louis. Mr. French saw active service in both the present and former wars and was prominent in American Legion work in Cleveland before moving to Nashville two years ago.

AGAIN...  
for the **8**th successive year...  
**HOME LIFE'S**  
average policy is largest!

BY DIRECT WIRE FROM  
**WESTERN UNION**  
NEWCOMB CARLTON  
CHAIRMAN OF THE BOARD  
J. C. WILLEVER  
FIRST VICE-PRESIDENT  
A. N. WILLIAMS  
PRESIDENT

1223

SYMBOLS  
DL = Day Letter  
NL = Night Letter  
LC = Deferred Cable  
NLT = Cable Night Letter  
Ship Radiogram

This is a full rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

WU T58 31=OAKPARK ILL JUN 13 231P  
W P WORTHINGTON=VICE PRES  
HOME LIFE INS CO=  
HOME LIFE AVERAGE POLICY OF **8764 DOLLARS** SOLD DURING 1944 WAS  
HIGHEST FOR 8TH SUCCESSIVE YEAR AMONG ALL NORTH  
AMERICAN COMPANIES WITH OVER ONE HUNDRED MILLION DOLLARS OF  
INSURANCE IN FORCE=  
FLITCRAFT INC. 421P.  
8764 1944 8.....

This doesn't "just happen".

It is the result of a well planned program — a program which produces larger earnings per sale for the Field Underwriter and a larger amount of protection for the Client.

**HOME LIFE INSURANCE COMPANY**

256 BROADWAY, NEW YORK

ETHELBERT IDE LOW  
Chairman of the Board

WILLIAM P. WORTHINGTON  
Vice President and Superintendent of Agencies

JAMES A. FULTON  
President

# Agents Face Real Fight to Maintain Present Headway

By B. M. TANNER

A good many years ago I used to work under the management of a man whose name was Jones. He was a fine man but he made a speech to us every Saturday and it was about the same speech each week. Some of us younger fellows memorized his speech by hearing it so much until we had fun keeping just a few sentences ahead of him while he was speaking. I well remember one thing he said which was a wise thing. In speaking of getting ready to meet a prospect he would say: "If I should see a large man coming up the road to meet me, and if I knew that I had to fight this man when we met, I would begin now to get all set." Well, it seems to me that at this time I see a rather large and tough individual heading this way.

At present the insurance companies are selling more business than before the war. On a per man basis this increase is impressive, for there has been a big reduction in number of agents. Furthermore, several million potential prospects

are in uniform and not immediately available for canvassing purposes. But this does not prove that the public has suddenly become insurance minded, nor does it indicate that the art of selling has shown a miraculous improvement. Not at all. Our national income is at an all-time high. There is full employment at good wages. More money is in circulation than ever before. Coupled with this is the fact that customary outlets for spending have been closed or greatly curtailed. There is little choice of ways to spend this flood of money. Government bonds have absorbed much of it and much of it has been finding its way into life insurance. This is why our business is now enjoying a period of prosperity.

## Picture Is Changing

But presently this picture will change. War industries will stop now that the war is won and millions at work full time at high pay will need to find new connections. There will be confusion and at least temporary unemployment.

It seems very likely that the national income will fall to a much lower level.

Millions now in uniform will resume civilian life and will be very well insured. It will be some time before they are re-established and in the market for life insurance. They may have some difficulty in paying for what they have. The pent up demand for commodities will burst forth and saving will lose its place in the lime-light, spending will be in the saddle. When government controls are modified or removed bonds will be sold and the money will be spent. Life insurance policies will be cashed and the money spent. Automobiles and refrigerators and washing machines and homes will have their day of intense activity. This period of mad spending will end only when the people are broke and unemployment rears its ugly head and makes further spending impossible.

## From Saving to Spending

All history shows this ebb and flow. Slowly the money accumulates until the dam bursts, and then the flood. After the flood the slow processes of accumulation start all over again and we begin preparing for another flood. It happens that life insurance is on the thrift side and does not prosper when the forces of spending are loose in the land. The voice of the life insurance agent saying

"Save" cannot be heard so well when the flood is roaring over the broken dam. It is when things are coming hard that the advice to save for the future rings the bell and goes over well. And this day of spending is just around the corner. Only a while ago I heard a newscast telling that the first shiny

Mr. Tanner spent more than 40 years in the industrial field for Metropolitan Life as agent, assistant manager, manager and home office representative before his retirement. For ten years he held educational meetings with agents in the Midwest and he has devoted many years to educational work.

electric refrigerator of a fifty thousand lot just rolled off the assembly line in Dayton. The same newscast mentioned that some sixty thousand men were on strike throughout the country. Yes, there is a rough sort of fellow coming down the road and he is getting close.

Any man who expects to survive and prosper selling life insurance under conditions indicated should study his job right now and get himself ready for a fight. He should master his trade. He must learn to sell life insurance on the basis of the service it can render, not sell policies with a fancy name. For life insurance has developed until the companies not only pay death claims but furnish a plan for the accumulation of a fund or income for old age. Modern companies not only pay claims when they are due to be paid but also undertake to conserve and administer funds thus accumulated. Through the use of settlement options in combination almost any plan may be set up that could be set up through a trust agreement. A man who expects to make out in the insurance business must have a very intimate knowledge of such settlement plans. And he must have good judgment as to how to best use them.

He should know about beneficiary arrangements. This is an interesting and important phase of the business. It is closely allied with the idea of making a will. Bad advice in this matter may lead to many unhappy entanglements. An intelligent agent can be of immense service along this line.

He should be a competent counselor of the people on life insurance matters. And this is a far cry from the old practice of saying: "You ought to have another thousand" with no concrete basis for the statement. "Our special policy is only issued to selected men" must give way to a sound and sensible fitting of life insurance coverage to the existing need.

He should know life insurance fundamentals until he can easily grasp the provisions of any policy issued by any company. He should learn to talk insurance rather than policy, and should avoid all wild claims of the superiority of his own company. Nor should he be too optimistic about future dividends.

He should know the insurance business thoroughly and should have some understanding of business in general. When he talks to a banker he should know something about banking, when talking with a lawyer he should know some law. He should keep in close touch with the trends and be able to talk intelligently about things that are happening all over the world. The man who talks his own business in and out of season, whose ignorance of anything out of the narrow bounds of one kind of activity is too evident, is a bore of the first magnitude. He cannot hope to get along with men and do a life insurance business over a long period of time. For selling life insurance is not so much selling as it is entering into business relationship with your client.

## Plan of Procedure

Then he must have a plan of procedure and use his time to best advantage. He must know how to find prospects, must know a prospect when he sees one. His work plan must keep him on his toes and at work a sufficient number of

**THE GREAT-WEST LIFE**  
**ASSURANCE COMPANY**

HEAD OFFICE --- WINNIPEG, CANADA

**LIFE INSURANCE**  
**ACCIDENT & HEALTH**  
**GROUP INSURANCE**

**Business in Force Over \$890,000,000**



## Agents in Service Set to Return but Will Be Choosy

NEW YORK—Indications are that the big majority of former life insurance agents now in the armed forces will return to life insurance selling but that most of them will do considerable investigating to see what the market has to offer before they decide to return to the agency and company with which they were last connected.

One life insurance man who while in the army has had considerable contact with others formerly in the business estimates that at least 80% of these agents will return to the business but that only 15% or 20% have definitely made up their minds to return to their former connections.

### Renewal Checks a Big Factor

One of the big reasons why the life insurance business looks so attractive to former agents who were in business for any length of time before going into the armed forces is the renewal checks that have been such a welcome addition to what Uncle Sam pays them. This looms particularly large in the case of enlisted

men. These renewal checks have drawn many envious looks from those who left salaried jobs to join the armed forces. They have produced many interested inquiries as to what kind of a business this is where you get paid even after you have stopped working.

Another reason for believing a large majority of life agents will come back is that because of the much higher standards of selection, retention, training and supervising the companies have come to in the last few years a very high percentage of those in the services were successful career agents or well on the way to it. They liked the business and were successful in it.

### Making Up for Lost Time

An obvious attraction of the life insurance business is that it offers income proportional to results. Many service men have lost some of their most productive earning years and want to make up for lost time. This consideration also operates to make such an agent want to be sure he picks the agency and company

that will work out the best in the long pull for his particular situation.

Different men will be attracted by different features but they will be doing their picking as experienced life insurance agents. To some the big attraction will be freedom to work out their own destinies. To others it will be close managerial supervision that helps a man guard against any deficiency in his ability to manage himself efficiently.

### View All Factors

There is evidence that ex-agents are taking into consideration also such matters as compensation plans and retirement systems. Naturally a very important factor for the former agent who has not decided to go back to the same shop is what he would sacrifice in the way of renewals if he should cut loose.

However, the importance of this will be diminished considerably for a good many agents. Since they have written no business for perhaps as much as four years the number of years of future renewals they would be sacrificing would be reduced by however long they had been away from the business.

Even if an agent resumes his former connection it is not always safe to assume he is going to stick with it. It is believed that for the first six months

### Col. Plumley of N.S.L.I. Writing Book on Group

WASHINGTON—Col. H. L. Plumley, head of the army's National Service Life division, is writing a book on group insurance which will also touch on social security and social insurance. Col. Plumley is regarded as an authority in the government service on group insurance. During his service in the War Department contract insurance division, he was in charge of such matters, with relation to government contracts, as life, annuity and pension plans, group, accident insurance, and benefits in case of capture and detention.

Col. Plumley was with the group department of Travelers before going into the army with the rank of major. He had been with Travelers since graduating from Williams College in 1925.

### Guertin and Kastner Are to Address Chicago Managers

A. N. Guertin, actuary of the American Life Convention, and Ralph H. Kastner, its associate counsel, will speak on the Guertin uniform nonforfeiture laws legislation and answer questions in an open forum which will follow, at a luncheon meeting of the Life Agency Managers of Chicago to be held Sept. 12.

Mr. Guertin, while actuary of the New Jersey insurance department, headed a special committee of the National Association of Insurance Commissioners which studied the subjects of more modern mortality table and nonforfeiture provisions, and drafted model bills which have been passed by many states and are pending in others.

### Gaumer Cal.-Western Honor Agent

Al E. Gaumer, Red Bluff, Cal., who has paid for more than \$3 million of new life insurance in the five years he has been with California-Western States Life and who became a member of the Million Dollar Round Table last year, has been designated by the company as its "honor agent" for July.

His July record shows a 184.7% increase in written business and 188.6% increase in paid pro rata business over 1944. Practically all of his cases had cash settlements, his average policy was "unusually high" and a large volume was on old policyholders. His renewal record is 92.9%.

# A Member of the Faculty



In the school of experience the Juvenile policy is Professor of Thrift and Counselor on Education. Farsighted parents value the thrift habits built by its requirement of regular premium deposits and rely on its certain provision for college funds.

A wide variety of LNL Juvenile contracts are available—low premium contracts for the youngster's first thrift plan up to Juvenile Endowments for the youngster's education. They are written on the life of the child from age 1 day to 14 years. Payor benefits which guarantee to mature the plan in event of the death of the parent before the child reaches age 21, are available at a slight additional cost on all Juvenile contracts. Payor benefits may be issued even though the parent is a substandard risk.

LNL men find their kit of Juvenile contracts unexcelled for interesting new clients.

**The Lincoln National**

Fort Wayne 1



**Life Insurance Company**

Indiana

More Than One and One Half Billion of Life Insurance in Force



## OUR AGENTS KNOW

That our sales are up by a large percentage this year, and that this has been possible in part because of new, modern, streamlined tools with which to work.

**Our policyholders know** that in their Paul Revere Life and Non-Cancellable Accident and Health policies they have modern coverage in one of the strongest, fastest growing companies in the country... a Company actively doing business in all 48 states, the District of Columbia, and Hawaii.

**Our home office staff knows** that much of the outstanding record which is being made by the Company is because we have a large, effective, well-trained and able Full-time Field Force—a corps of men who know how to sell and who always give service.

**All of this** adds up to a phrase used often by those in the Field and those in the Home Office... **"WE ARE A TEAM"**

THE *Paul Revere*  
LIFE INSURANCE COMPANY  
OF WORCESTER, MASSACHUSETTS  
J. HARRY WOOD, Executive Vice President

## SECURITY is a simple matter!

With a Bankers Mutual Life contract, tailored to your measure. An Agent's and Policyholder's Company "where the Agent reigns supreme".

*Bankers Mutual Life Co.*  
ESTABLISHED 1907  
FREEPORT, ILLINOIS



after a man's return there is considerable danger of his looking around and going to some agency he thinks he would like better. When he gets out of uniform he may go back to his old agency but without feeling wedded to it. There have already been situations of this kind even with the limited number of men released thus far.

## Census Reports Insurance Taxes

WASHINGTON—State taxes on insurance companies this year, according to preliminary census bureau figures, will total \$128 million, compared to \$125 million in 1944 and \$120 millions in 1943.

Percentage changes in such receipts are reported as 2.4 from 1944 to 1945, 6.7 from 1943 to 1945, and 4.2 from 1943 to 1944.

### Receipts by States

Census reports the following tax receipts in thousands of dollars from insurance companies in those states for which figures were available as follows:

State	Total
Alabama	1,521
Arizona	278
Arkansas	979
California	11,654
Colorado	1,070
Connecticut	5,124
Florida	2,352
Georgia	1,853
Idaho	401
Illinois	8,603
Indiana	3,032
Iowa	2,025
Kansas	1,302
Kentucky	1,654
Louisiana	1,900
Maine	851
Maryland	2,531
Massachusetts	2,235
Michigan	5,172
Minnesota	2,602
Mississippi	956
Missouri	3,114
Montana	471
Nevada	102
New Mexico	261
New York	17,275
North Dakota	449
Ohio	8,086
Oklahoma	1,456
Oregon	1,100
Pennsylvania	9,587
Rhode Island	1,170
South Dakota	446
Texas	6,241
Utah	576
Vermont	344
Virginia	2,652
Washington	1,939
West Virginia	1,149
Wisconsin	2,568
Wyoming	204

\*Not entirely complete.

## Conn. Mutual Ga. Agent Qualified Already for '46

B. L. Hollis, agent of Connecticut Mutual Life, Crawfordsville, Ga., with his company's club year starting May 1, already has qualified for a trip next year to his home office and to Quebec. This is a trip which he won each year from 1923 through 1941.

In 1928, 1932, 1940 and 1945, Mr. Hollis won his company's silver loving cup. Since 1919, he has sold around 3,000 policies, or more than there are people in Crawfordsville, totaling about \$4,000,000. More than 200 boys and girls have gone to college on educational policies he wrote.

### Nolley Wins Feud

RICHMOND—The W. Tolar Nolley agency here of Northwestern Mutual Life won the all-southern feud in a production contest in which Virginia, North Carolina, Tennessee and Georgia have competed annually for 12 years during the summer months.

M. H. Abernathy, Cochran; Howard Goldman, Richmond; W. M. Upshur, Cheriton led the Nolley agency. Mr. Abernathy paid for 25 lives for \$146,000, Mr. Goldman for 15 lives for \$195,000.

Tennessee was victor in 1943 and 1944 while Virginia won the preceding year. Three leading agents in the four states will be guests of their general agents at Roaring Gap, N. C. this week. Grant Hill, director of agencies, is expected to attend.

## WHAT ABOUT Women Agents WITH CAL-WESTERN?



### 1. Does Cal-Western want women agents?

(Yes. This Company was the first life insurance company to establish a Home Office Women's Division under the supervision of a woman. With a C.L.U. degree and 19 years of successful field-selling experience she was well qualified to do the job.)

### 2. Was Cal-Western's faith in women agents justified?

(Yes. Production from women agents increased 300% from 1941 to 1944.)

### 3. Do Cal-Western Women Agents sell mostly to women?

(No. Cal-Western's women agents are trained to do an all-round job. 32% of their business in 1944 was submitted on male lives, 39% on female and 29% on juvenile.)

### 4. Is there a growing interest on the part of women in a life insurance career?

(Yes. 55% of the business paid for by women agents in 1944 came from 1944 appointments.)

### 5. Are Cal-Western women agents trained to do a professional job?

(Yes. 58% of the applications written were submitted with complete cash settlement with the application.)

"The 'Agency Minded' Company" operating in Eleven Western States and Hawaii.

**CALIFORNIA-WESTERN  
STATES LIFE  
INSURANCE COMPANY**  
Home Office: Sacramento



## Discusses Some Mortgage Loan Misconceptions

Some possible misconceptions of what the mortgage loan field returns to insurance companies net are corrected by Ehney A. Camp, Jr., vice-president and treasurer of Liberty National Life of Birmingham, Ala. Writing in "The Fortnightly Newsletter" of the American Life Convention, Mr. Camp, who was chairman of the Financial Section of the American Life Convention in 1943, and

who is known nationally as an authority on life insurance investments and financial trends, takes up a recent article in "The Mortgage Banker" dealing with the interest returns life companies received on their mortgages in 1943.

This return was said to be 4.4%, and comparisons were made to show how much more favorable this yield is than that which can be obtained from other forms of investment, Mr. Camp writes. A summary of the article was printed in the A.L.C. publication earlier this year.

### Not 4.4% Return

There was room for extreme misunderstanding in the publication of these figures, Mr. Camp states. It is a mistaken idea that life companies are netting a 4.4% return on mortgage loans now being made, according to Mr. Camp.

The annual statements from which the figures published apparently were taken, show gross interest received from mortgage loans, he points out. From this must be deducted the following items in order to get a true net return:

1. Fees paid to agents for servicing loans. For income tax purposes, it is necessary that the company report the entire interest collected from the borrower as mortgage loan interest and charge to the investment expense account the fees paid to the agent. This fee usually is  $\frac{1}{2}\%$ .

### Originating Commissions

2. Originating commissions. Most companies are now paying premiums or commissions to brokers or agents for new loans. This payment is shown in the annual statement as investment expense or else is capitalized as an asset and amortized over a three or five year period. The portion of this commission to be charged against the gross interest collected depends upon the length of time the loan remains upon the books. Under present day conditions, loans are being retired very rapidly which makes the amount of commission paid on new loans of utmost importance. The rapidity of payment has been increasing yearly as illustrated by the following items showing the percentage of total payments to the mean of the outstanding principal balances of Liberty National: 1940, 13.3%; 1941, 16.3%; 1942, 14.9% 1943, 19.4%, and 1944, 21.3%.

On the basis of 1944 operations, the entire mortgage loan account would have "turned over" in a little less than five years and there is no reason to assume these figures differ greatly from the average of the business, especially where the portfolios contain a large percentage of F.H.A. loans, all of which have open prepayment privileges. Assuming an originating commission of  $2\frac{1}{2}\%$  and a present rate of turn-over of five years, it would be necessary to charge an additional  $\frac{1}{2}\%$  against gross interest collected from the borrower.

### Losses of Principal

3. Principal losses. It is a recognized principle of investment that a portion of the interest collected on any type security represents compensation for risk. Only U. S. bonds have been considered the "riskless" investment and interest returns on all other forms of investment must provide some margin to cover losses which are sure to come. Companies may go for years without any principal losses on mortgages but then strike a period of economic distress like the middle 1930s when losses reach tremendous proportions. It may be argued that those losses may not be as great in connection with F.H.A. loans and it is hoped this argument will prove to be correct. However, it should be kept in mind that F.H.A. debentures are not received for the entire investment a company may have in an F.H.A. loan. That portion of the loan repre-

... it does  
repeat

Past performance is a reliable guide to future expectations. Consider Continental Assurance on the basis of its history...uninterrupted increase in size and prestige each and every year since inception is *proved* ability to weather every economic storm and business change.  
AND...*history does repeat.*

One of America's Largest, Strongest  
Life Insurance Institutions

**Continental**  
**ASSURANCE COMPANY**  
CHICAGO, ILLINOIS

*Affiliates:*

CONTINENTAL CASUALTY COMPANY  
TRANSPORTATION INSURANCE COMPANY



You Can Plan Today For  
Your Production and  
Home of Tomorrow

through a

**RENEWAL  
COMMISSION  
LOAN**

*Money for...*

- PRODUCTION
- WORKING CAPITAL
- CUSTOMERS' NOTES AND ACCOUNTS
- POSTWAR OPPORTUNITIES
- EXPANSION
- HOMES, ETC.

OUR BUSINESS is loaning you money in substantial amounts... the one source in the U.S. that specializes and really understands your needs.

A renewal loan of \$4,500 costs you only 11 cents per day per thousand dollars.

A unique plan developed by us in cooperation with the Northwestern National Bank of Minneapolis.

**LIFE  
UNDERWRITERS  
CREDIT CORPORATION**  
MINNEAPOLIS 2, MINNESOTA

sented by the certificate of claim may not be recouped depending upon the experience of the F.H.A. in liquidating the properties.

It is difficult to calculate how much of the gross interest should be allocated for long-term cyclical principal losses. One very large company which is considered to be extremely well-versed in mortgage loan practices recently made a 15-year study which showed its principal losses averaged .65% over the entire period. There is no reason to believe the results achieved by this company were any worse than those of the business as a whole, but, for the present study, Mr. Camp assumed a figure of 1/2%.

#### Home Office Costs

4. Home office costs. Even though the loan may be originated and serviced by an agent, a tremendous amount of detail must be carried on at the home office of the company. Complete accounting records must be maintained and every payment received from the agent handled as if it had been collected directly from the borrower. Insurance policies must be obtained, checked carefully and watched for expiration. Tax reports must be obtained and posted to permanent records. Delinquent accounts must be followed with the servicing agent and all other matters arising in connection with the

loans must be referred to the home office for decisions. The origination of a loan requires time and effort on the part of traveling supervisors, the department manager, the members of the finance committee and all other employees necessary to handle the details of closing and setting up the various initial records. The mailing department, the supply department, general bookkeeping department, legal department and many other departments must come in for their share of general overhead investment expenses. A voluminous amount of detail is involved in the preparation of the mortgage loan data for the annual statement and particularly in connection with periodical examination by the state insurance departments.

Certainly the total home office cost is equal to that incurred by the agent who services the loan. While the home office is relieved of a portion of the detail by the agent, there are many reports and operations the company performs which are not required of the agent. How much of the 1/2% fee received by the agent represents actual cost to him and how much represents net profit is a question. It is assumed that one-half of the fee is net profit, which would make the actual cost of servicing 1/4%.

In this connection it is interesting

to note that years ago the Treasury Department began allowing the companies a maximum deduction for investment expenses equal to 1/4% of the invested assets. Since the cost of servicing bonds is certainly less than that for servicing mortgages, if this allowance had been broken down by types of assets, the rate allowed for mortgages would have exceeded the figure of 1/4%.

Now what do all these figures mean? Assuming a gross interest of 4 1/2%, if the above cost figures are in line, the net rate of return would work out as follows:

Gross rate of return, 4.50%; deductions: Servicing fee .50%, originating commission .50%, loss reserve .50%, and home office expenses .25%, which adds up to 1.75%, leaving the net rate of return, 2.75%.

#### Situation Deserves Consideration

Since most of the percentages are estimates, the result above cannot be proved, Mr. Camp writes. However, even though 1/4% is added back for over-optimism, the net return would be only 3% which is a far cry from the 4.4% figure carried in "The Mortgage Banker" article.

This is a situation which deserves the careful consideration of all life investment officials and every mortgage loan broker. If interest rates decline further, if costs continue to rise, if rapidity of payment increases and if long-established safeguards are relaxed in this period when the pressure of funds is so great, the companies may withdraw from the mortgage loan field in favor of other types of investment where the effort required and demands made are not so heavy. In that event, more of the mortgage business would have to be done directly by the government itself and mortgage bankers do not look with favor upon such a change. The mortgage banker and the life company must stand shoulder to shoulder in this very trying period to keep the mortgage loan business on a sound basis and on a level where it will "pay its way" and represent an attractive outlet for investment funds, Mr. Camp concludes.

#### Peoria Managers Conference Postponed Six Months

The general agents and managers conference to have been held at Peoria, Ill., Sept. 11-13 has been postponed six months, it was announced by B. C. Howes, Chicago manager of Berkshire Life and president of Life Agency Managers of Chicago. That organization was more or less sponsoring the affair, with the hope that a state-wide agency managers organization could be formed and important topics and problems discussed in open forum.

When plans were drafted the ODT travel restriction was 50 persons from outside the city where the meeting was to be held, so 49 reservations were accepted and quarters for these reserved at the Pere Marquette hotel. Then ODT raised the limit to 150 and many more agency heads signified they would like to attend, so it appeared the limit would be exceeded if all reservations were accepted. The date proved inconvenient for a number of leading managers whose attendance was desired. It is believed a late winter or early spring conference will be more successful.

#### New Pamphlet on NSLI

WASHINGTON—The veterans administration has published insurance form 1535A, on "new and liberal features of National Service Life Insurance." VA also will issue a new regulation or circular with respect to the recent Congressional extension of NSL policies for three years. The new "form", which is a small pamphlet, contains special notice regarding that extension.

The pamphlet also calls attention to the laws passed last September providing for insurance to be paid as a refund life income.

#### Walter S. Penny Joins Central Life of Illinois

Walter S. Penny has joined Central Life of Illinois and will assist President Alfred MacArthur in executive duties. Mr. Penny was assistant vice-president of Continental Assurance at Chicago for a time, but previously was for some years head of the agency department of Sun Life of Canada.

He is a graduate of McGill University and joined Sun Life in 1912 in the actuarial division. He served overseas during the first world war and when he returned to the head office of Sun Life he went into the agency department. Later he was at Toronto and then returned to the head office. He became head of the agency division in 1938. He has been active in the Sales Research Bureau.

#### Ark. Companies Win Tax Action

LITTLE ROCK—The appeal of five Arkansas companies to nullify action of the Pulaski county tax assessor in raising their assessments was granted by the county board of equalization after a hearing. The board ruled that insurance companies must be assessed on the same basis as in former years, thereby reducing their total assessment by \$300,000. The companies are Pyramid Life, Union Life, South National, National Equity and National Old Line. They were represented jointly by M. J. Harrison, former Arkansas insurance commissioner.

Fletcher C. Benton, assistant manager of agencies of Equitable Life of Washington, D. C., suffered injury to his kneecap and ribs when his car crashed into a truck which stopped suddenly in front of him. Mrs. Benton suffered minor bruises. Mr. Benton's injury required an operation on his knee and he will be out of circulation for six months.

## Do You Know

Why Brokers and Surplus Writers Recommend The Berkshire?

### The Berkshire's

#### RETURN PREMIUM JUVENILE POLICIES\*

Twenty Payment Life • Endowment at Age 18 • Twenty Year Endowment • are outstanding in the juvenile market today.

Issued on the lives of boys and girls from one day to nine years of age nearest birthday.

### Death Benefits

**PRIOR TO AGE 10**—If the death of the child occurs prior to the anniversary of the policy on which the child is age 10 nearest birthday, the benefit payable under these forms of Juvenile Policies is a return of the premiums with interest at 3 per cent compounded annually.

**AGE 10 AND THEREAFTER**—If the death of the child occurs on and after the anniversary of the policy on which the child is age 10 nearest birthday, the benefit payable is the Sum Insured.

### Payor Clause

The Payor Clause provision will be issued in eligible cases under a companion contract to the Return Premium Juvenile Policies for a small additional premium.

We accept brokerage and surplus business on Juvenile insurance.

Full details concerning Berkshire Return Premium Juvenile Policies will be gladly furnished you upon request, without obligation.

\*Not available in the State of Illinois.

# Berkshire

LIFE INSURANCE COMPANY

Incorporated 1851

HARRISON L. AMBER, President

PITTSFIELD • MASSACHUSETTS



IF YOU ARE A FULL TIME AGENT OF ANY COMPANY, WE SOLICIT YOUR SURPLUS BUSINESS ONLY.



Through 8 months  
of 1945, 62% of  
veteran Guardsmen  
beat their records  
for same period  
in '44.

Some topky recruits,  
too.

**Guardian Life**  
Insurance Company

Madison 1, Wisconsin



## Asserts Biddle Did What He Was Paid to Do

D. B. Whitman of Mt. Carmel, Conn., writes as follows:

"As an insurance man who is not only willing but eager to be convinced that insurance is not commerce, I am entirely unable to follow your reasoning in your editorial in the Aug. 11 issue on Frank H. Elmore's account of the S. E. U. A. case in the 'Journal of American Insurance'."

"Apparently you really have only one criticism of Mr. Elmore, Mr. Biddle, and the Department of Justice. This comes out over and over again in your editorial. You complain that they completely ignored the profound agitation and revolutionary problems . . . forced upon the insurance industry . . . by the S. E. U. A. decision. You say that the Department of Justice plunged into this case with very little, if any, consideration as to the practical consequences that would come from a government victory, that Mr. Elmore fails to mention the great stew in which the insurance business . . . finds itself as the result of the decision, and that one looks in vain for any hint from him (Mr. Elmore) as to how any of the multitudinous problems . . . can be solved. All of this is just the same song in different keys."

"If this means anything it means that you think that the Department of Justice and its prosecutors should not initiate action against lawbreakers except after making sure that such action will be convenient for all concerned. Or, if you feel that to be an overstatement of your attitude, let's turn it around: suppose (for the sake of argument) that insurance is commerce in the legal sense. Now, should or should not its practitioners be forced to obey the law? And should or should not the federal authorities prosecute those who refuse?"

"Don't you see that there is only one possible valid criticism of Mr. Biddle's action and of Mr. Elmore's article—to establish it as a fact that insurance is not commerce? If we can do that, we really are entitled to give voice about Mr. Biddle and his department, because we will have proved them wrong in ever starting the action."

"As it is now, your complaints fall very, very flat. Naturally Mr. Elmore in his story fails to give any hint as to possible solution of the insurance carriers' mess. If he gave any such hint he would be speaking 'way outside his function. It was his business, and that of his boss, to bust trusts, and I can imagine no weaker answer than 'Maybe we're guilty, but you better not do anything about it 'cause if you do we're gonna have a lot of problems to solve!'"

"Either insurance is commerce and amenable to the federal laws appertaining thereto, or it is not. If it is, let's establish the fact and conform to the laws. If it is not, a mistake was made in failing to get exempting legislation approved by Congress—if not this Congress, another one. But in either event, it is childinsh to abuse the officials of the Department of Justice for doing exactly what they are paid to do, and for omitting to do what they have no business doing anyway."

### Parsons Returns to Agency

Bruce Parsons, general agent in Chicago of Mutual Benefit, who has been an army officer for 3½ years in North Africa and Italy, has been discharged as a full colonel and has returned to take charge of his agency. He has had a distinguished military record as provost marshal for Morocco and later for Italy. Col. Parsons was decorated with the Legion of Merit by Gen. McNarney, and also was awarded the Order of the Crown of Italy by Prince Umberto, the Cross of Merit of the Sovereign Military Order of the Knights of Malta, and also was decorated by

the Sultan of Morocco. He went into active service as a major in April, 1942. While in Morocco he directed all prisoner of war camps, the military police and G. I. stockades. He was a captain of field artillery in the other world war and was a colonel of the Illinois National Guard 1937-1942.

Marc A. Law remains in charge of the brokerage department. James F. Ramsey has been agency manager while Col. Parsons was in service. The Hintzpetter branch office will be continued.

### Continental Assurance to Hold Convention Nov. 15-17

Continental Assurance has decided finally to resume its conventions at a meeting of the 2-5-0, 1-2-0 and President's Clubs to be held at the Drake hotel, Chicago, Nov. 15-17.

The General Agents & Managers Association is in charge of the program. Due to the ODT restrictions on travel and other factors, no plans as yet have crystallized for the usual trip of the President's Club, which normally occupies about a week and takes the leading producers to outstanding watering places. No program as yet has been announced for the Chicago meeting, but these will be limited rather strictly to sales planning, educational talks and discussions, it is believed.

### Restrictions on State Conventions Are Relaxed

WASHINGTON — ODT has announced that state conventions and group meetings may be held without obtaining approval of the war committee on conventions, provided attendance is confined to persons residing in or engaged in business within the state of meeting, plus up to 25 persons from outside, such as speakers and honored guests.

National and regional meetings, however, still require official approval if attendance exceeds 150 from outside the state of meeting.

### Ohio Legislature Meets

COLUMBUS—The Ohio legislature met in special session Wednesday to consider measures to make effective at once the larger benefits of unemployment compensation, which otherwise would not have become effective until October. The governor has been urged to broaden the program for the session but has not consented to do so. However, one subject that may have to be considered is a revision of the Ohio insurance premium tax law. A number of suits attacking the present law are pending here.

### Boardman Addresses Kiwanians

The roles that life insurance and trust management play in civilized society were explained to the Kiwanis Club of Oshkosh, Wis., by R. P. Boardman, first vice-president of Wisconsin National Life. He called investments in insurance and trusts material indices of the individual's own intellectual and spiritual development, and the means of stability of income in this nation.

### Warren Retires, Klager to Chicago

William G. Warren, manager of the Chicago clearing house and agency inspector of Mutual Life has retired after 44 years of service. Roy B. Klager, agency assistant at the home office and formerly cashier at Baltimore, has been appointed office manager of the Chicago clearing house.

Mr. Warren joined the company in 1901 as a clerk in Peoria, Ill., became assistant cashier in the Springfield, Ill., office and then cashier in 1904. He was named manager of the metropolitan clearing house in New York in 1911 and was appointed agency inspector at the home office in 1912. He became manager of the Chicago clearing house in 1926.

# SWORDS into PLOWSHARES

Peace comes . . . and men lay down their arms, the national security preserved and made safe for the generations to come.

There must be individual security, too . . . and thinking men, through the services and assistance of Life Insurance, will build their own economic security.

Life Insurance is ready to help.



The  
**NATIONAL LIFE  
AND ACCIDENT  
Insurance Company, Inc.**





## **CONGRATULATIONS AND NATIONAL RECOGNITION to OHIO NATIONAL WINNERS**

The names listed on these pages are leaders for our Honor Clubs year 1944-1945. We are proud of each and every one and happy to introduce them to you and to the people in their respective communities.

Because of their achievement in life underwriting and civic leadership they have added prestige to our business and to our Company. They helped build The Ohio National to a Quarter Billion Dollar organization.

### **LEADERS CLUB**

F. A. McMaster

W. W. Bassett

E. W. Millholland

H. R. Lindenberger

G. S. Severance

### **QUARTER MILLION DOLLAR CLUB**

O. E. Shacklett

N. J. Tschantz

E. B. Seidel

Dennis Organ

T. J. Miller

W. S. Phelps

R. J. Grumbine

R. G. Nixon

C. F. Marsh

Guy Chiesman

F. J. Durgin

C. L. Morse

O. Z. Crane

C. H. Kahn

J. K. Eby

P. W. Mayfield

H. E. Rampmeier

E. W. Neiser



**BUILDERS CLUB**

F. E. Kramer  
R. H. Moore  
L. E. Harris  
L. A. Wood  
R. G. Mathews  
W. H. Brokaw  
I. M. Turner  
V. E. Rouse  
E. T. Bogan  
A. S. Brennan  
J. T. Simpson

J. S. Kessler  
Norman Beintum  
W. W. Straw  
G. W. Weitzel  
Geo. N. Wade  
Edgar Helmkamp  
Don D. Brown  
P. Grant Davis  
Barnet Sakulsky  
R. C. Lieber

S. C. Baber  
Albert Doctor  
H. G. Polasky  
Moritz Aabel  
C. T. Fritz  
E. W. Reuhl  
R. E. Lyons  
L. C. Andersen  
V. G. Leyrer  
G. N. Feltes  
W. H. Burge

**AGENCIES QUALIFYING FOR BUILDERS CLUB**

E. R. Tonkel  
A. S. Brennan  
George Wade  
Henry Royer

F. E. Kramer  
F. A. McMaster  
Lansing Agencies  
L. A. Wood

T. W. Strange  
J. W. Millholland  
Guy Chiesman  
C. J. Klitgaard

**CENTURY MILESTONE**

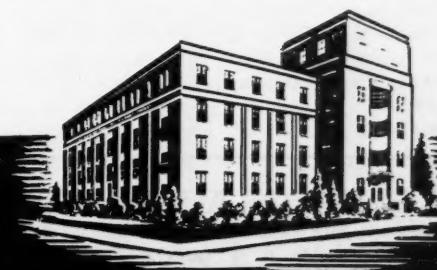
W. A. Dopke  
D. J. Schiltz  
R. H. Perry  
E. L. Cook  
H. C. Seal  
A. J. Ullman  
C. E. Schmidt  
W. H. Gilmore  
L. R. Jackson  
V. J. Feeheley  
P. I. Barker  
Clyde Hines

A. O. Haskell  
C. A. Whelan  
G. A. Nordstrom  
H. T. Baker  
E. E. Stevens  
W. T. Jenks  
H. R. Hand  
H. L. Liskey  
Homer Huntington  
W. S. Vicory  
C. T. Mitchell  
V. H. Rivet

R. H. Cornell  
Albin Peltz  
R. T. Moore  
H. C. Brogan  
F. W. Sueppel  
C. W. Tompkins  
S. S. Bliss  
Wm. Polangin  
C. J. Klitgaard  
N. J. Nathanson

**THE OHIO NATIONAL  
LIFE INSURANCE COMPANY**

**CINCINNATI, OHIO**



## EDITORIAL COMMENT

### Have a Heart for Vacationists

Insurance men are resourceful and ingenious. Now a group is organizing a society which has a dignified name, "Club to Increase Humanitarian Treatment of Vacationists." It is explained that when a person goes on a vacation he seeks recreation and enjoyment. He is far away, in mind at least, from his employment. He is in a new world. He adapts himself to his changed environment and his daily routine is dislocated. He builds up a new program of daily activity. He forgets almost his business. Therefore, when he returns to work it is very difficult for him to get back into

the dull course of business. It irks him. He is much disturbed. Days when he starts are long and the duties are arduous. This lasts until he again can adapt himself to his daily work routine and gather up the scattered threads of his labors.

The object of this society is to get employers to recognize this changed condition and have the employee on his return work, for example, the first day three hours, the next day four hours, the next day five hours and gradually get back into his stride and accustomed hours of work.

### Clear, Intelligent Thinking Needed

During this period of reconstruction there will be required clear, intelligent constructive thinking on part of insurance people. However, insurance has always given a good account of itself in any sort of crisis or great change. It has been confronted with war, epidemics, panic, catastrophe, depression, governmental attacks and yet it has emerged with great credit to itself because its leaders came to the front and pointed out the way in a very sensible and appealing fashion. Insurance naturally is conservative. That is a basic requirement. Its chief object is the safety of its policyholders. Therefore it must keep within certain confines.

However, at present, when there will be abrupt changes and great adjustments, there may be an inclination to break over the bars and try to stimulate artificially a condition that has been abnormal though natural to the times. Insurance has been readily sold during these war years. More people have had more money, they realized the necessity of protecting what they had because it was worth more. They regard insurance as a saving. Many have bought life insurance as a hedge to inflation. People have appreciated the sheltering arms of insurance. Regardless of the U. S. Supreme Court decision in the Southeastern Underwriters Association case, the insurance buying public has not lost its confidence in the insurance industry. Today it has a favorable public.

With the change of the times, insurance will not be so readily sold. In fact insurance has been bought during recent years without much argument or pressure. Now the producers will have to sell insurance and bring forth some of their best arguments.

Perhaps the greatest danger will lie

in the tendency of some companies to endeavor to maintain their premium income by devious methods, which may have a bad effect on themselves and the industry at large. Sharp competitive practices will be manifest. Companies will try to take advantage of others. They will disregard some of the principles that have been followed and found most desirable.

After all it might be said in a day like this insurance should recognize that there are certain fundamental principles and concepts that are basic and must be regarded in order to maintain safety and permanency. These cannot be ruthlessly set aside. In fact any company or industry is destined to be severely jolted if it disregards these fundamentals that have been tried and not found wanting. There are 100 cents in a dollar and no more. No more money can be extracted from the dollar than 100 cents. There are some companies and some agents that will endeavor to do the extracting in the hope that by some magic wand, luck will come their way.

Insurance will stand upright and will continue to go forward provided it does not stray far from the beaten path. Hence all of us should stand by certain practices that have been found conducive to safety. People after all are interested in security. They want that in their insurance. They seek it for themselves personally and when they supplement their own efforts by insurance they certainly desire insurance to follow that course which will mean soundness and safety.

There will have to be a change in methods, a return to more normal conditions, but this should be done in an orderly, sensible way. Insurance has the opportunity now of convincing the public that so far as it is concerned it will present only security with high

service to its policyholder. We are certain that insurance will continue to give a good account of itself and will meet

the present demands and conditions so that the public will continue to be well protected and served.

## PERSONAL SIDE OF THE BUSINESS

**C. C. Fraizer**, who resigned recently as insurance director of Nebraska, has removed his law office to 425 Lincoln Liberty Life building, Lincoln.

**Charles R. Gaffney**, for 42 years with the Oklahoma agency of Mutual Life, 30 years as cashier, is retiring Sept. 16. He is succeeded by Vernon Kiehl.

**C. W. Estes**, Greenville, S. C., manager of Shenandoah Life, has entered upon his 50th year of selling life insurance. He has been with Shenandoah nearly 25 years and is a member of both the President's Club and Quarter Million Club. The last month of his 49th year in insurance, he led all the company's 315 salesmen in 12 states in paid business.

**Miss Hermine R. Kuhn**, field assistant of Manhattan Life, and chairman of the Women's Quarter Million Dollar Round Table, was in Dallas visiting General Agent C. W. Hollinshead on her return from the Pacific Coast, where she addressed the women's divisions in several coast cities and went on to Chicago to attend the Round Table meeting there.

**Gordon H. Campbell**, veteran general agent of Aetna Life in Little Rock, was honored recently by agents of the Campbell & Vineyard agency in a testimonial birthday campaign, which resulted in 66 applications for \$251,000 of insurance. Mr. Campbell was presented with a framed plaque with 66 cardboard roses, each representing an application. The presentation was made by Percy L. Scholem, of the Little Rock office.

**Paul B. Sommers**, president of American, and **John R. Hardin**, president Mutual Benefit Life, have been appointed to the municipal finance committee of the central planning board in Newark. The committee will coordinate the public improvement program on an on-range basis.

**Miss Myra L. Clark** of the Seth R. Ellis agency of the Pacific Mutual Life in Rapid City, S. D., for the third consecutive year leads all women agents of the company in paid for new business. She has been a member of the Big Tree Club for 12 years.

## DEATHS

**Mrs. Margaret Chapman**, wife of R. J. Chapman of Des Moines, resident manager of The NATIONAL UNDERWRITER, died last Friday at a hospital there and was buried Tuesday at Indianapolis, her old home. Mrs. Chapman was known to many insurance men. She suffered from high blood pressure and had a heart attack. Mrs. Chapman handled her husband's work in connection with The NATIONAL UNDERWRITER. She wrote all his letters, took care of all telephone inquiries. She had an intimate knowledge of the business.

Bob and Margaret Chapman went to school together in Indianapolis. His parents are both alive and live in Indianap-

olis, his father being a dentist, Dr. A. B. Chapman, who is, however, not now actively in practice. Mrs. Chapman's parents are both dead. She died in her sleep last Friday morning, after having been brought home earlier in the week from the Iowa Methodist Hospital, where she had been under observation and treatment for some weeks.

**Roger Q. Milstead**, 51, ordinary manager for Prudential at Cincinnati since 1938, died suddenly from a heart attack while on a business trip to Columbus. He had not previously been ill. Born in Richmond, Mo., he started with Prudential in its district agency department at St. Louis in 1926. He transferred to the ordinary agency department, went to Cincinnati in 1932, became assistant manager there in 1936, and succeeded W. S. Fuller as manager in 1938 when the latter was transferred to Chicago. A. P. Barringer, assistant manager, will be acting manager at Cincinnati until a permanent successor is appointed.

**E. J. McMichael**, general agent at Atlanta for the ordinary department of American National, died suddenly.

## RECORDS

**Pacific National Life**—During the birthday month of President Carl R. Marcusen the business received totaled \$1,420,550. During that month the company paid an additional \$1 per thousand of insurance written on policies of \$5,000 or more on which the net have been paid on an annual basis. The total volume of applications for \$5,000 or more was \$605,500.

**Home Life, N. Y.**—Paid business for the first eight months was the greatest ever recorded in this period. It was 25.8% above the corresponding period last by and 5.9% larger than in the first eight months of 1929, the highest to this time. August business was 20.4% above last year.

### Benjamin May Again Seek S. C. State Post

First Lt. L. George Benjamin, Jr., who was elected insurance commissioner of South Carolina in 1942 but was called into service after four months, has been proposed as candidate for reelection by the Darlington county legislation delegation. Lt. Benjamin is with first army headquarters at Fort Jackson. He was replaced as commissioner by William Eggleston, who later was succeeded by D. D. Murphy.

### Pacific Mutual C. L. U.'s Elect

The Pacific Mutual C. L. U. chapter has elected these officers: President, Floyd W. Forker, Los Angeles; vice-president, H. Kenneth Cassidy, San Francisco; executive committee, Ted Dreyer, Oakland; Emory L. Jenks, Atlanta; Malcolm C. White, Oklahoma City; and Edwin J. Gross, Houston, Tex.; executive secretary-treasurer, W. W. Gillespie, home office.

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION  
PUBLISHED EVERY FRIDAY

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO 4, ILL. Telephone Wabash 2704.  
EDITORIAL DEPT.: C. M. Cartwright, Editor. Levering Cartwright, Managing Editor. News Editors: F. A. Post, C. D. Spencer. Associate Editors: D. R. Schilling, J. C. O'Connor, Kenneth Force. BUSINESS DEPT.: Howard J. Burrage, President. Louis H. Martin, Vice-President and Secretary. John Z. Herschede, Treasurer.

### BRANCH OFFICES IN KEY CITIES

**ATLANTA 3, GA.**—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Resident Manager.  
**BOSTON 16, MASS.**—944 Park Square Bldg., Tel. Hubbard 8696. Ralph E. Richman, Vice-President.  
**CHICAGO 4, ILL.**—175 W. Jackson Blvd., Tel. Wabash 2704. O. E. Schwartz, W. A. Scanlon, and A. S. Cutler, Associate Managers. L. N. Yellowless, Advertising Manager.

**CINCINNATI 2, OHIO**—420 E. Fourth St. Tel. Parkway 2140. Abner Thorp, Jr., Vice-President. George C. Roeding, Associate Manager; George E. Wohlgenuth, News Editor.

**DALLAS 1, TEXAS**—618 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Resident Manager.

**DES MOINES 12, IOWA**—3332 Grand Ave. Tel. 7-4677. R. J. Chapman, Resident Manager.

**DETROIT 26, MICH.**—1015 Transportation Bldg., Tel. Randolph 3994. A. J. Edwards, Resident Manager.

**MINNEAPOLIS 2, MINN.**—503 Northwestern Bank Bldg. Tel. Bridgeport 7838. R. W. Landstrom, Resident Manager.

**NEW YORK 7, N. Y.**—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; Dorothy B. Paul,

Editorial Assistant. Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

**PHILADELPHIA 9, PA.**—123 S. Broad Street, Room 1127. Tel. Pennypacker 3706. E. H. Fredrikson, Resident Mgr.

**SAN FRANCISCO 4, CAL.**—507-S-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Resident Manager. Miss A. V. Bowyer, Pacific Coast Editor.





## AMONG COMPANY MEN

### Laflin Agency Head of Kentucky Home Mutual Life

John M. Laflin of Toledo has joined Kentucky Home Mutual Life as director of agencies. For the past 10 years, President Ellsworth Regenstein has served as director of agencies as well, and now he is relinquishing those duties.

Mr. Laflin has been manager at Toledo for Fidelity Mutual Life. He was educated at University of Wisconsin and later was graduated from the school of life insurance salesmanship at Carnegie Institute. He served in the last war and prior to going with Fidelity Mutual was connected with Northwestern Mutual and Penn Mutual. He served in various capacities including that of field supervisor, educational director, general agent and manager.

#### In Business 25 Years

Mr. Laflin entered the business in 1920 with Northwestern Mutual at Milwaukee. Subsequently he served as district agent for Northwestern Mutual at Eau Claire, Wis., and later as field supervisor Penn Mutual at Peoria, Ill.

In 1930 he joined Holgar Johnson's Penn Mutual agency at Pittsburgh as educational director. The year following, Penn Mutual appointed him general agent at Portland, Me. In 1934 he moved to Omaha as general agent. He has served as president of the Maine Life Underwriters Association, as president of the Nebraska Life Underwriters Association, and as president of the Nebraska Life Agency Managers Association which, incidentally, was the first managers association formed in the United States.



John M. Laflin

### Advance Fassell to Associate Actuary

Elgin G. Fassell has been appointed associate actuary of Northwestern Mutual Life. He has been assistant actuary since 1924.

A native of Detroit, Mr. Fassell was educated at the University of Toronto. He won the Edward Blake scholarship in classics and mathematics in high school, and his university course was in honor mathematics and physics with actuarial science.

Mr. Fassell is a fellow and a governor of the American Institute of Actuaries, a fellow of the Actuarial Society of America and an associate of the Institute of Actuaries of England. He passed each of these fellowship and associate-ship examinations at a single sitting. He is author of numerous papers on actuarial subjects published in the proceedings of these bodies.

Before joining Northwestern Mutual, he was in the actuarial department at the home offices of the Imperial Life of Toronto, and New York Life. He invented the microfilm equipment built by Northwestern Mutual with which 40,000,000 pictures of company records have been made to date.



E. G. Fassell

### Col. Harris Returns to Home Office of State Mutual

Lt. Col. Charles F. Harris has returned to the underwriting departments of State Mutual Life as supervisor of applications after having been in the army for nearly 3½ years. His military career started in March, 1942, when he took leave of absence from his duties in the home office to enter the service and underwent training in the army finance school at Fort Benjamin Harrison. Starting as a captain, he advanced to lieutenant and colonel in April, 1944.

As a staff officer of the central African theater, he arrived at Accra, British Gold Coast, three weeks before the invasion of North Africa, and later he was finance officer for the central African division, A. T. C., and finance officer of the North African Division, A. T. C. He organized and established the initial army finance offices in various countries in Africa, Europe and the Middle East as the plans of the allies materialized. Overseas 32 months, he was, before his discharge, staff officer of the Caribbean division of A. T. C.

### Boston Mutual Names Lane Secretary-Treasurer

Everett H. Lane has been named secretary-treasurer of Boston Mutual Life

to succeed the late Edward C. Mansfield. Mr. Lane is a son of the late Judge Patrick J. Lane, who for more than 20 years was associate counsel and claim department manager of Boston Mutual.

E. H. Lane graduated from Harvard University and Harvard Law School. While at college, Mr. Lane was a member of the varsity fencing team, and captained the 1923 and 1924 teams which won the intercollegiate championships. Later as member of the Boston Athletic Association fencing teams he won both the national foils team and national duelling swords team championships. He was several times New England champion and a member of two Olympic fencing squads.

From 1927-1936 Mr. Lane practiced law in Boston as a member of Lane & Lane, and in 1936 joined Boston Mutual as assistant to President Jay R. Benton. In 1940 he was elected assistant secretary-treasurer.



E. H. Lane

### Capt. H. A. Cochran Reliance Life Medical Aid

The appointment of Capt. Harry A. Cochran, Jr., of Pittsburgh as assistant medical director of Reliance Life is announced.

Capt. Cochran, who returned to the United States July 15 after more than three years on overseas duty with the army medical corps, graduated from the school of pharmacy and the college of the University of Pittsburgh in 1934 and three years later graduated from the medical school there. He was connected with the Presbyterian Hospital in Pittsburgh three years.

He served at Fort Meade, Md., until he went to England with the 180th station hospital. He moved on to duty in Africa, Corsica and the south of France. He became familiar with administrative work while serving as adjutant of his organization.

### Barrett with Southland Life

Ray D. Barrett has been appointed advertising director of the Southland Life, Dallas. He has been connected with

**SIMPLE**

**COMPREHENSIVE**

**UNUSUALLY INTERESTING**

With things  
as they are,  
how CAN  
you build  
an estate

**AN ANSWER!  
THE ONLY ONE!**

... this new booklet  
that solves today's  
problem of building  
an estate!

... prepared to help  
**U.C. agents sell MORE**

**T**O build a personal estate through investment accumulation is virtually impossible under present-day low interest returns and high income taxes. Therein lies one of the greatest opportunities ever presented to life insurance men.

This interesting new booklet contains an exceptionally concise and easy-to-understand explanation of the problem . . . and makes perfectly clear the way in which only life insurance can provide an answer.

It's another outstanding example of the sort of material Union Central provides its men to help them build prestige and goodwill and to make more sales.

**The UNION CENTRAL LIFE  
INSURANCE COMPANY**

**CINCINNATI, OHIO**

**OVER \$500,000,000 IN ASSETS**

Grant Advertising, Inc., as account executive. He attended the University of Texas.

### Loyal Protective Supervisors

Warren G. Gates has returned to Loyal Protective Life after three years in service and has been named field supervisor in the middle western states. John J. Crane, field supervisor for the past year in the west central states, has been transferred to California. Mr. Gates entered the business in 1932, while Mr. Crane started in 1931.

## CHANGES

### Name Mutual Life Aids in Louisiana Field

Vivian G. Ballard, formerly agency organizer in charge of training and recruiting, and Mrs. Eunice C. Bush, formerly supervising assistant, have been appointed to the newly created position of assistant manager at New Orleans for Mutual Life.

Mr. Ballard will supervise the organization in the counties of Vermillion, Lafayette, St. Martin, Iberia, St. Mary, As-

sumption, St. James, St. John Baptist and St. Charles. Mrs. Bush will have supervision over the counties of St. Landry, Pointe Coupee, West Feliciana, East Feliciana, St. Helena, East Baton Rouge, West Baton Rouge and Iverville. Mr. Ballard will make his office at Thibodaux, La., while Mrs. Bush will be located at Baton Rouge.

The new position was created in line with Manager R. F. Lawton's plan to divide his territory into several divisions, with an assistant manager for each, so as to bring "on the spot" supervision.

Mr. Ballard joined Mutual Life in 1912 at New Orleans. After a successful period as an agent he was appointed agency organizer in 1927.

Mrs. Bush joined Mutual Life in 1931 at New Orleans. She was appointed district manager in 1933, and in 1942 she was named supervising assistant. Mrs. Bush has qualified 10 years as a member of the National Field Club. She is a past president of the Baton Rouge Life Underwriters Association.

### Sheets Is Owensboro Manager

Dudley M. Sheets has been appointed a manager for Metropolitan at Owensboro, Ky. He succeeds Arthur S. McCall.

A native of Frankfort, Ky., Mr. Sheets was in the shoe manufacturing

business before joining Metropolitan at Frankfort, Ky. In 1927 he was made an assistant manager at Bluefield, W. Va., and served there and at Louisville and Frankfort.

### Becker Home Office Manager

George M. Becker has been appointed manager of the home office agency of Dominion Life, Waterloo, Ont. He has been associated with the company for 21 years and succeeds Earl Putnam, who desires to give more time to other business interests.

### Wilson Asst. Regional Director

Robert A. Wilson of Richmond has become assistant regional director of the State Farm companies in Virginia, Maryland, Delaware and the District of Columbia. He is a former director of public relations for the companies in that territory.

### H. G. Behan Assistant Manager

Herbert G. Behan, field assistant in Travelers Hartford branch office, has been promoted to assistant manager there.

### E. V. Lewis Partner with Father

Erle V. Lewis has become a partner in the agency of Central Life of Iowa at Eau Claire, Wis., with his father, A. E. Lewis, who has served as general agent. The elder Lewis has been with Central Life since 1914 while the son joined the company 10 years ago.

ers were Donelson M. Lake, Memphis, and A. M. Embry of Kansas City. Others participating in the five-day program were Louis McDonald, Malvern; J. B. Simon, Pine Bluff; James Case, Texarkana; Julian James, Jonesboro; A. L. Woolfolk, Little Rock; Mrs. Maud S. Farar, Texarkana; H. V. Land, Little Rock; W. C. Davis, Fort Smith, and E. F. Rankin, Little Rock. Larkin M. Wilson is manager of the Arkansas agency of Equitable.

### Managers Meet at Greensboro

Jefferson Standard Life is holding its first post-war managers meeting at the home office in Greensboro, N. C., September 5-7, with M. A. White, vice-president in charge of agencies, presiding. The theme is "Adjusting Our Thoughts, Plans and Habits to Selling Life Insurance in a Peace-time Market." Managers and general agents from the 58 agency offices in 28 states, District of Columbia and Puerto Rico are attending.

### K.C.-Wichita Joint Meeting

The Kansas City, Mo., and Wichita agencies of Penn Mutual headed by Wayne Clover and Paul Jernigan are holding a joint educational meeting Oct. 12-14 at the Hotel Holiday, Bagnal Dam, Mo. All agents and their wives are expected to attend. The group will number around 40. A representative of the home office is expected.

## NEW YORK

### ARTHUR SCHMIDT JOINS FATHER

Arthur W. Schmidt, who has been in charge of the group department at Rochester for Aetna Life, has joined the agency of his father, H. Arthur Schmidt, in New York as agency supervisor. Mr. Schmidt is general agent for New England Mutual Life.

Arthur Schmidt graduated from Princeton in 1939 and went with the group department of Aetna at Baltimore. He was commissioned an ensign in the naval reserve in 1942 and was attached to the aircraft carrier Monterey. He saw action in the Gilbert Islands, Marshall Islands, Truk and Saipan. A knee injury caused his medical discharge in July of 1943.

### BUYS SINKING FUND NOTE

Heller Brothers Co., Newark, has sold a \$660,000 10-year 4% sinking fund note to Mutual Life.

### COMMISSIONED OFFICERS

In taking on men returning from the service companies realize that they have some problems to meet. In the first place if a man has become a captain or even a higher officer he has been getting very good money. He may have a rather exalted idea of his talents. The question then arises as to whether this man will be satisfied in the routine of preparation to become a life insurance salesman. Some agency men say that they would prefer to take a man lower down in the ranks and feel that there is less chance of him becoming dissatisfied.

### SOUNDS OUT THE MEMBERS

D. B. Flugelman, Northwestern Mutual, president New York City Life Underwriters Association, has sent out a questionnaire to members aimed at eliciting preferences as to the type of activities of the greatest interest to most members.

Through this medium the members are given a chance to say whether they prefer long or short educational courses, with many or few meetings, fundamentals or advanced subjects. They are asked whether they wish the educational program confined entirely to life insurance or to include other topics such as business economics, inspirational philosophy, etc., also what day of the week and what time of day is preferred for meetings, whether luncheon meetings, dinner meetings or meetings without

## SALES MEETS

### K. C. Life to Meet in Mexico City

Plans are being formulated by Kansas City Life to hold its 50th anniversary convention in Mexico City in 1946.

O. Sam Cummings, Texas manager, and Dallas R. Alderman, vice-president, went to Mexico City to complete arrangements. While there they visited two leading Mexican life companies. Seguros de Mexico is celebrating its 10th anniversary this year by opening a new 17-story home office building, according to Mr. Alderman. Luis Garrido is general manager. They also conferred with Guillermo Wornor, general manager of Aseguradora Anahuac, a larger company.

### Franklin Life to Hold Three Conventions in 1946

Charles E. Becker, president of Franklin Life, announces that company conventions will be resumed in 1946.

To facilitate travel and planning, the Franklin agency organization will be divided into three groups, eastern, mid-western and western. While plans for the meetings are still indefinite, the eastern convention will probably be held at one of the North Carolina resorts; the midwestern in Colorado and the western in California near San Francisco.

It will not be mandatory for any representative to attend the regional convention for the territory in which he resides. A qualifying representative from Virginia who does not want to go to the North Carolina meeting but prefers to attend the Colorado convention may do so, thus enabling an individual to travel to the more distant points of interest and really "see the country" from year to year.

Qualification is on the basis of net paid business for the year ending July 1, 1946. All three meetings will be held in July, 1946.

### Equitable Society's Ark. Parley

LITTLE ROCK—The annual educational conference in Arkansas of the Equitable Society was held here. Speak-



...if it's  
**ANSWERS**  
you need...

**FRIDEN Fully Automatic Calculators** will produce *accurate answers* to your figure work problems. Discover for yourself, how anyone in your office can operate this modern calculator, with less than **15 minutes instruction** on your own problems. Just telephone or write your local Friden Representative and arrange for a demonstration. FRIDEN Calculators are *now available* to every business. Replace your worn or obsolete equipment with an easy-to-operate FRIDEN, learn how the calculator, not the operator, does the work.

*Friden Mechanical and Instructional Service is available in approximately 250 Company Controlled Sales Agencies throughout the United States and Canada.*

**FRIDEN CALCULATING MACHINE CO., INC.**

HOME OFFICE AND PLANT • SAN LEANDRO, CALIFORNIA, U.S.A. • SALES AND SERVICE THROUGHOUT THE WORLD



any meal are preferred, or whether the members would like a buffet luncheon, permitting them to become better acquainted with other association members.

As to speakers the questionnaire asks members whether they prefer a speaker in the field of insurance or an expert on his subject but not connected with the life insurance business, also whether they want to hear home office officials, general agents and managers, supervisors or field men. They are asked to designate if there is a specific speaker they would like to hear. The final question is a request for any suggestion that will make the association more attractive and beneficial to the member.

#### MYER NAMES THREE ASSISTANTS

Richard E. Myer of Mutual Life in New York City has appointed three new assistant managers: A. Emil Lawson, formerly assistant to the manager; Charles J. Buesing and Howard D. Basler, both formerly supervising assistants.

Mr. Lawson joined Mutual Life in 1913 as a clerk in the old Ives & Myrick agency, now the Myer agency. In 1930 he was appointed supervising assistant and in 1944 assistant to the manager. Mr. Buesing joined Mutual Life in 1927 as a clerk at the home office. He transferred to the Ives & Myrick agency in 1929, entered the field as an agent in 1934 and in 1939 was appointed supervising assistant. Mr. Basler started in 1931 as an agent in Rochester. He was appointed agency organizer in 1935 and in 1944 joined the Myer agency as supervising assistant.

#### HARD TO KEEP UP WITH AGENTS

Some of the life companies are increasing their business so materially that they find great difficulty in handling the additional amount at the head office owing to the lack of experienced employees. These companies have increased their agency organization and production is at a high peak. Unfortunately however the home office cannot assimilate so much. Officials are doing their utmost to maintain the service to agents and policyholders and it has been necessary to double up and extend duties and resort to all sorts of devices to keep the machinery going at a proper pace.

## CHICAGO

#### KIRKPATRICK'S TALK

A. L. Kirkpatrick, insurance editor of the Chicago "Journal of Commerce," who has been appointed manager of the U. S. Chamber of Commerce insurance department, is going to New York this week to meet with directors of the Chamber and some of the insurance people. He will then go to Washington before returning to Chicago. He will assume his new post Oct. 1.

Mr. Kirkpatrick will speak Sept. 20 before the insurance group of the Union League Club on "Observations of Insurance and Insurance People."

#### AGENCIES IN GOOD SHAPE

Chicago general agencies that have given much attention to encouraging thrift and savings among their own field men, especially during the past few years of large production, find themselves in a very wholesome condition so far as obligations of salesmen are concerned. The men have paid up any debts they owed to the agency, and in addition have been able to build a comfortable bank account. In a large number of cases there has been no demand for a loan, the men being able to finance themselves without help.

General agents who have had much experience in this line do not hesitate to say that one important duty of a manager or general agent is to train his salesmen along thrift and savings lines so that they can maintain themselves and have at least a modest amount of

money in the bank. Salesmen who are in this condition are in a more satisfactory state of mind. When they have to worry about getting money to pay pressing obligations, it is impossible to produce much steam in soliciting. The general agents who have laboriously and intelligently pursued this course of trying to prevail on their men to make themselves sound and secure say that there has been a very happy response to efforts of this kind.

#### SMALL PENSION CASES

Some Chicago managers say they have been successful in dealing with their men so far as pension trust business is concerned by encouraging them to seek small groups. Managers realize that few agents are capable of handling the pension trust program for a large concern where hundreds of employees are involved. Usually, they can work out a plan where from 30 to 50 people are employed. Usually the plan is to have someone in an office who is an expert on pension trust and who will handle the major cases. Even in the smaller ones advice needs to be given as to the proper course to pursue. Where an agent is satisfied to go after the smaller cases he finds that the returns are lucrative.

## POLICIES

### General American Ceases Writing Non-Par Policies

In connection with its mutualization program, General American Life has announced that no applications for ordinary non-participating insurance will be accepted and no such insurance will be sold by the company after Oct. 31.

As a part of the mutualization plan its field force since 1936 has put increasing emphasis on the sale of participating policies. The company has made substantial progress toward the completion of its mutualization program, 81.2% of the original capital stock now having been retired. Retirement of the remainder is expected some time in 1946.

After mutualization is completed, policies which were originally issued by General American as non-participating will become entitled to share in such earnings from non-participating policies as may be apportioned by the directors after having made certain that adequate margins of safety are established and maintained from earnings to insure the

## Fifty-First Year of Dependable Service



★ The State Life Insurance Company has paid \$148,000,000 to Policyowners and Beneficiaries since organization September 5, 1894 . . . The Company also holds over \$61,000,000 in Assets for their benefit . . . A total of \$20,000,000 is invested in War Bonds and U. S. Government securities . . . Agency opportunities — with up-to-date training and service facilities—for those qualified.



## THE STATE LIFE INSURANCE COMPANY

Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

## LIFE REINSURANCE

### North American Reassurance Co.

LAWRENCE M. CATHLES, President

110 East 42nd Street

New York 17, N. Y.

protection of all of its policyholders. Non-participating policies originally issued by other companies and reinsured by that company will enjoy a similar status after Aug. 31, 1948.

## MANAGERS

### Houston Club Hears Navy Man

The Houston General Agents & Managers Association held its first fall meeting Thursday and heard a talk by Lt. Charles N. Zivley of the navy on "Insurance Benefits as They Apply to Veterans of World War II." Lt. Zivley spent a long time in Washington in special work in the life insurance field for the government. Before entering service he was an outstanding agent at

Austin, Tex. Col. Morris Brownlee, who has just returned to Houston on terminal leave after three years of European theater service with the army air corps, and soon will return to his civilian status as general agent of State Mutual Life, was a special guest.

### Supervisors to Hear Miss Newman

Miss Louise Newman, personnel director of Northwestern Mutual Life, will discuss "Personnel Problems" at a meeting of the Supervisors Club of Milwaukee Sept. 19.

### Utah Managers Hear Banker

The Utah Life Managers will first meet in Salt Lake City Sept. 10. Orval W. Adams, executive vice-president of the Utah State National Bank and past president of the American Bankers As-

sociation, will discuss "Trends in Government Finance and Public Debts."

### Cashiers Home Office Guests

The Indianapolis Life Agency Cashiers Association was guest of American United Life. Howard J. Alltop, personnel manager, conducted the cashiers through the departments in the home office where work is conducted that is of interest to this group.

The annual meeting of the Detroit-Windsor Cashiers Association will be held in September. Caroline Schwab, Union Mutual Life, heads the nominating committee.

tute the participating physician's entire fee.

Specialist services are provided when the subscriber is referred to a qualified specialist by his attending physician. In these cases UMS will pay the specialist 50% toward an established "base rate" fee. The specialist will not charge more than the remaining 50% to subscribers with family incomes under \$2,500.

### Costigan Is on Tour of A. & H. Associations

R. J. Costigan, Business Men's Assurance, Kansas City, president National Association of Accident & Health Underwriters, is putting in the entire month of September calling on local associations, largely in the east. His itinerary includes: Des Moines, Sept. 4; Cedar Rapids (organization meeting), Sept. 5; Cleveland, Sept. 10; Baltimore, Sept. 11; Washington, Sept. 12; Philadelphia, Sept. 14; Newark, Sept. 17; New York, Sept. 18; Hartford, Sept. 19-20; Boston, Sept. 21; Pittsburgh, Sept. 24; Buffalo, Sept. 26; Detroit, Sept. 27 or 28.

He will return to Kansas City Oct. 1 for a short rest and will resume his travels about Oct. 15. The talk which he is giving is on "Let's Move Over Onto Main Street." About half of his talk is devoted to the need for organization and association matters generally and the other half to presenting his ideas in selling.

To assist Mr. Costigan in his program, E. H. Mueller, managing director, has accepted several speaking invitations. He will meet Mr. Costigan in Chicago Sept. 6 for a conference with several Chicago insurance officials to enlist their companies' aid in endorsing the associations' program of increased membership, urging company support in enrolling membership at large. Mr. Mueller will speak before the Peoria, Ill., association Sept. 7; in St. Louis, Sept. 19 or 20, and in Memphis, Sept. 21, at the organization meeting of that association.

## IN U. S. WAR SERVICE

Two Penn Mutual men have been awarded the Bronze Star Medal with citation for service in the European theater. They are Maj. Richard C. Beem of the Patterson agency, Indianapolis, and Capt. H. Gray Hutchinson of the Browder agency, Nashville. Maj. Beem was decorated for meritorious achievement in active operations against the enemy between Dec. 15 and 21. He still is stationed in Ebern, Germany, on his mission. Capt. Hutchinson was assistant theater insurance officer, traveling a great deal in the United Kingdom and northern Ireland delivering lectures to military personnel and organizing campaigns to sell national service life insurance.

Maj. Glendon R. Long, chief clerk of the statistical department of Travelers prior to overseas service in the Pacific with an anti-aircraft unit, has become director of processing at the Fort Oglethorpe redistribution station.

Comm. Charles J. Zimmerman is now eligible for release from active duty under the navy's present point system and he expects to return to civilian life about the first of the year. He is co-general agent in Chicago for Connecticut Mutual and a past president of the National Association of Life Underwriters. He recently returned to duty at the Navy Department in Washington following a six months tour of the Pacific ocean area which covered 50,000 miles of air travel. This was Comdr. Zimmerman's second tour of duty in the Pacific as deputy coordinator for war bonds. In addition, his naval assignments have taken him to bases throughout South America and the Caribbean.

In Manila, Comdr. Zimmerman visited the bombed-out home office of Insular Life and discussed at length with Lt. Col. McMickey, president, and John Gonzalez, manager, the problems of the

## ACCIDENT

### Golfers Killed on Links by Lightning Stroke

Dr. Lewis Law, Chicago physician and surgeon of repute, who was killed by lightning as he was playing golf at the Deerpath Golf Course, Lake Forest, Ill., had just been discharged from the army. His steel clubs attracted the lightning. Sydney M. Wood, shore protection and erosion engineer, who was playing with Dr. Law, was stunned by the bolt. Dr. Law was planning to return to Rochester, Minn., to resume his work in the Mayo Clinic which he left to enter the navy three years ago.

This case simply emphasizes the danger of playing golf during a thunderstorm, but it opens the way for an argument for a new approach on accident insurance to golfers. Probably the most notable insurance case was the death of Charles A. Bickerstaff of Atlanta, southern manager of Fireman's Fund, who was killed while walking on the course trying to get to the clubhouse out of the rain. A fire insurance field man at Pittsburgh not so long ago had just started to tee off. He was holding an iron club which was struck by lightning, melting it entirely and killing him. Agents can bring these striking incidents to the attention of golfers, who probably need to reinforce their accident insurance.

### United Medical Service, N. Y., Expands Coverage

United Medical Service, the plan for prepaid medical care sponsored by the Medical Society of the State of New York and 17 county medical societies in the Greater New York area, is offering a group contract for medical, surgical and maternity care, including after-care, in the home and the doctor's office, as well as in the hospital. Specified payments are provided toward the services of qualified specialists.

The expanded service will be limited to a maximum of 25,000 persons enrolled in groups of 50 or more in Associated Hospital Service of New York until further expansion is justified on the basis of actual experience. Contracts for the service, which provides full coverage to families with incomes up to \$2,500 and partial coverage for all other enrolled subscribers, will be issued to employers instead of to individual subscribers as in previous plans.

Complete coverage will cost \$1.60 a month for individuals and \$4 for husband and wife, including any number of unmarried children under 18. Subscribers will be entitled to one visit a day from a general practitioner up to 20 for any one illness, injury or pregnancy case. Additional visits may be authorized by UMS.

It will pay the participating physician \$2 for each visit to his office and \$3 for each visit at home or in the hospital. For any call after 8 p.m. the physician may make an additional charge not to exceed \$2 for subscribers in the lower income brackets. For this group of subscribers such payments will con-



40<sup>th</sup>  
ANNIVERSARY

Viewing in retrospect the achievements of Anico during its forty years of progress, it is not difficult to be a bit boastful. For hasn't it grown from an humble beginning as a Texas institution to its present preeminent position in the life insurance field, operating as it does in 32 states?

What better proof of stability, progress, and strength could anyone want?

OVER A BILLION NOW \$1,250,000,000  
INSURANCE IN FORCE

American National  
INSURANCE COMPANY

GALVESTON, TEXAS - W. L. Moody, Jr., President

### NORFOLK

Northeastern Nebraska's rail center. Its businesses include canning plants and creameries. Adjacent farms produce poultry, beef and grains. Alliance Life has a general agency opening in this fine community.

B. T. Kamins, Agency Vice-President

### COMPETENT REINSURANCE SERVICE

Life  
Substandard  
Accident  
Disability

R. E. Button, Reinsurance Secretary

Alliance  Life  
Insurance Company  
Executive office: 750 N. MICHIGAN AVENUE  
CHICAGO 11, ILLINOIS



company resulting from the Japanese occupation.

**Fred O. Ellis**, Little Rock, Ark., formerly supervisor with the Campbell & Vineyard agency, representing Aetna Life, now holds the rank of flight officer in the air transport command. His headquarters are in Assam Valley, and he has been flying a transport plane over "the hump" in India. Before entering the air transport command, he was an aviation instructor.

## ASSOCIATIONS

**Richmond, Va.**—The first meeting will be held Sept. 27. Donald F. Barnes, director of the division of veterans affairs of the National association, will speak.

**Salina, Kan.**—Fall meetings started Sept. 1 with a discussion of the future of Salina, which has seen a marked war inflation due to two large army camps nearby.

**Wichita**—Meetings will be resumed Sept. 14, with E. A. Hasek, Northwestern Mutual, Kansas City, as guest speaker and with the new officers in charge.

**Rochester, N. Y.**—Directors accepted the resignation of President Richard S. Pomeroy, who has been promoted by Penn Mutual to general agent at Miami Beach. Kenneth R. Brown, Continental American, the vice president, was elected president, and Charles H. Schaaff, general agent Massachusetts Mutual, advanced to vice president. W. Russell Forth, Mutual Life, was elected a director to fill the unexpired term of Francis E. Burns, who resigned because of ill health. Committee chairmen met with President Brown to complete plans for activities.

## Cover Permanent Disability, More Workers: Altmeyer

(CONTINUED FROM PAGE 1)

promptly. Nevertheless, SSB has "in suspense" some 20,000,000 "items" accumulated, representing \$1.5 billion wages and \$30 million contributions, because SSB has not the information upon which properly to credit such items, which committeemen referred to as "lost accounts." These arise in case of rapid changes of employment, etc. The \$30 million contributions go into the social security trust fund.

Advantage of the stamp book system under proposed extension of coverage, Altmeyer said, would be that record keeping would not be necessary for employers, but he admitted there are also disadvantages, with which he would not "bore" the committee.

### Criticism of Appropriations

Rep. Andersen thought the agricultural segment of the population should be brought in under the act. Some committeemen were inclined to criticize appropriations for the offices of the SSB proper, as distinguished from its several bureaus. Altmeyer said the board offices render service to the bureaus. The office of actuary, held by W. R. Williamson, he said, is an over-all function and "it would be very costly to set up actuaries in different phases of the

### POSITION WANTED

Attorney age 34, married, discharged after two years overseas service, desires position in legal department of Life or Accident & Health Company. Extensive claims experience in life, accident, and health companies. Also trial work with liability company. Location immaterial.

Address Box No. C-81  
National Underwriter Co.  
99 John Street, New York

### ACTUARIAL TRAINED MAN AVAILABLE

Desire position preferably in midwest. Experience—7 yrs. actuarial and general life insurance. Personal—Age 33—Protestant—Married with family. Write Box C-83, care The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

board's operations." Mr. Williamson, he added, had many years experience with Travelers and "is able to serve the whole board."

Rep. Keefe thought various board activities should be consolidated in the interest of economy and efficiency. Various titles under the work deal with the same or related lines of work or problems, he said, and he suggested specifically consolidating the overhead necessary for inspection service and formulation of plans and making grants. This would not change essential services to John Q. Public or to beneficiaries of the programs, he said. Keefe suggested there is duplication of activities with the department of labor under the wage and hour act and government contracts labor act.

Altmeyer replied that these are overall problems with which the budget bureau deals, not from the standpoint of social security or of labor. Keefe thought the board should give consideration to reorganization and consolidation in connection with the problem of general revision of the social security law.

Rep. Hare expressed the hope that the House ways and means committee social security study would result in the Keefe objective in course of its investigations, and "some modifications of the law."

## Life Insurance Well Set for New Economic Era

(CONTINUED FROM PAGE 1)

ployer to contribute to the plan and build it up but if the time comes when he feels that he cannot afford to carry it he can stop. The retirement plan, however, is intact and can be restored at any time. Back payments can be made or it can start from the present and continue to be built up. This has proved quite popular because the employer is not obliged to contribute to it every year. He has the benefit of the fund so far as it goes. It can be taken up at any time and continued.

Many companies also have established retirement plans for their own agents. National Life of Vermont has recently had a group policy issued on all its agents. The agents feel that they are entitled to group and retirement insurance the same as office employees. Companies, therefore, have widened their scope in this direction and the result has been that agents feel more closely tied to quarters than they did. They are talking security for old age and if their companies adopt a plan as a protection to their own people the agents have a good talking point in their canvass.

Most companies have now their own training courses or they use those that are furnished by independent publishers. In this way the agents have a continuous training if they desire. There are refresher courses for those that desire to return to insurance. The training courses for the most part have helped to develop better quality agents. Many companies undoubtedly will be more selective in their recruiting, will give more time to schooling of new men and will get them in better shape for practical field work.

Only recently some companies have adopted the salary plan for new agents. The amount of the salary depends on the supposed capacity of the producer. Some go as high as \$250 a month. In this way companies are finding that they can go into the market in competition with other industries and have a chance to draw top bracket men. The desirability of the salary plan has been demonstrated in the effort to secure college men. A representative will go to a college sometime during the senior year, have a talk with the dean or other college authorities and get the names of likely seniors. Mostly all they have to offer is prestige, and the security of life insurance but there has been no salary offer. By paying a salary a company or general agent has control of the man's

time and effort. He must follow certain rules. He must work during certain hours. He receives the benefit of more attention because the company and general agent does not want to lose the money.

Some companies are keeping men on

for two years or so. In the course of a few months it can be demonstrated whether the man on a salary will succeed in the field or not. Perhaps he can be salvaged and given office work. The payment of salaries enables agency men to go into the market and get higher

# LIFE

*insurance begins with the agent*

Although John Q. Public values the life insurance that protects him, he has not yet learned to properly appreciate the counsel of his insurance agent. Here at Central Life, we appreciate the full importance of the role the agent plays in properly applying insurance to the best interest of his client. We know the value of his service . . . both to the client and to ourselves. We also know that life insurance begins with the agent. It is only after he has converted a prospect into a policyholder that life insurance goes to work. That's why in our advertising, direct mail and promotional activities, we are primarily concerned with uncovering prospects for the agent and helping him to increased sales.



**Central Life Assurance Society**  
(MUTUAL)

**DES MOINES, IOWA**

ONE OF THE LOWEST NET COST LIFE INSURANCE COMPANIES IN THE UNITED STATES. SAME DIVIDENDS AS IN 1944. UNCHANGED SINCE 1927.

The BRIGHT SPOT of OPPORTUNITY  
for a High Grade Man  
RIGHT NOW is...

**Clarksburg  
W. Va.**

Address the Agency Department

**AMERICAN UNITED LIFE INSURANCE COMPANY**

A MUTUAL COMPANY

Established 1877

Indianapolis

bracket recruits. Most young men want a salary to start with. They are not content with commissions only. The great industries that are bidding for talent pay basic salaries sufficiently attractive to get the most likely prospects.

#### New Vision in Life Insurance

The new vision in life insurance is to get as high grade a lot of young men as possible, give them careful intensive training, keep with them longer than before in their schooling, see to it that life insurance is able to interest young men the same as other industries, furnish these men with every possible help and enable them to meet all possible personal protection needs of the times. Much more attention is being given to guiding young agents along the lines of budgeting their own money. In other words the companies see the necessity of life insurance men standing on the

same financial level as those in other important activities. The day of the proverbial life insurance man "being broke" is being changed. That old time picture is being removed and instead companies and general agency men see the need of keeping life insurance men on their feet with chins up, making as good money as they could in other lines and at the same time rendering the public much benefit.

In case of some agencies keeping their men on salaries for two years they have complied with the social security act and these men know that they are under the federal social security measure.

#### Seasoning Young Men

By taking young men in the early period, for example right after graduation in college and having them on a salary it enables these men to become more seasoned. A number of agency

men have discovered that it is a mistake to put men out with a rate book too soon. That is the reason that many managers prefer to let the young men have a basic training in some other industry and grab him off when he is about 27 or 28 years of age. By that time he will be able to stand on his own feet and will have enough self reliance to carry him along. The big question is, therefore, if life insurance is to bid for talent of the upper grades and take men at 21 or 22 years of age how are they best to be occupied until they are 26 or 27 years.

It has been found that many younger men have become discouraged because older ones will not listen to them attentively. They are not taken seriously when presenting a life insurance plan. If they are kept on a salary they can gradually reach the place where they can speak with authority. Companies that are paying salaries have a well defined plan and demand that a certain number of people be seen every day, a certain number of interviews be gotten and a certain amount of production be made. Agency men are confident that if these men see the people seriously they will get the business.

Many companies featured pension trusts and have geared their machinery to provide agents and policyholders complete expert facilities. The pension trust plan has been very popular as retirement income became more and more emphasized. There may be a slump for the time being but companies agree there is plenty of business to be had. Taxes will continue to be high and the tax element in the pension trust has an appeal. It is not likely that companies will permit their pension trust machinery to be idle. It has meant much to many agents and has enabled them to add much to their commissions. The pension trust plan has been of real service to rate book men who are qualified to handle that form of insurance.

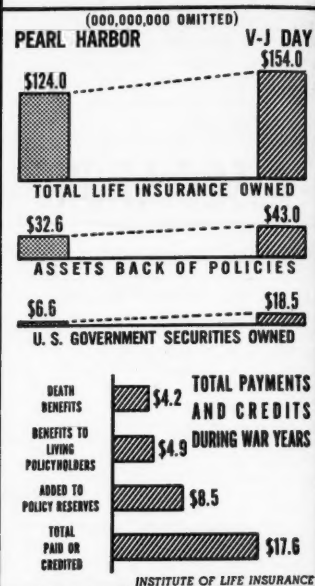
#### Chicago Companies Make Home Office Staff Changes

(CONTINUED FROM PAGE 3)

Mr. Dennis, a graduate of Boston U. for some time was connected with the old National Life of U. S. A., Chicago, going along with it under Sears-Roebuck ownership when it was titled Hercules Life, then in the merger with Washington National. He became manager of that company's Chicago office in 1937, then was superintendent of southern branch offices.

After joining Continental Casualty in 1938 as assistant superintendent of the

#### LIFE INSURANCE DURING THE WAR YEARS



commercial A. & H. division in the midwest, he was promoted to superintendent of the eastern commercial A. & H. department in 1939, serving three years there, latterly in charge of all casualty lines in the greater New York metropolitan department. He went to the home office in 1942 as superintendent of agents, commercial A. & H. division.

#### Others Have Long Training

Mr. Couture started in insurance in 1932 and joined Continental Casualty's disability division in 1942 as agency secretary. Mr. Fitzsimmons attended University of Nebraska, where he was the R.O.T.C. major, and later was in the army reserve. He joined Continental Casualty in 1933 as special agent of the disability division at Minneapolis and in 1935 was assigned to the home office as traveling supervisor. The next year he became agency secretary in the disability division, and in 1942 advanced to superintendent of agents. He entered the army in October, 1943.

Mr. Lembkey had 20 years' experience selling autos and went with Continental Assurance in 1942 as special representative. He transferred to the Continental Casualty disability division as agency supervisor for Indiana and Michigan. Then he went to the home office as agency secretary in the division. Mr. Johnson was a field assistant with Travelers from 1931 to 1939, then became agency supervisor of Continental Casualty for the midwest, operating out of the home office commercial A. & H. division. In 1939 he was transferred to Ohio as agency supervisor, and in 1943 back to the home office as assistant superintendent of agents, commercial A. & H. division.

#### Porter Returns from Army

Leo R. Porter, former Wichita general agent of Lincoln National Life and past president and secretary of both the Kansas Association of Life Underwriters and the Wichita association, has been discharged from the army and expects to rejoin Lincoln National in a capacity yet to be announced.

#### Schilling to Manhattan Life

Cecil M. Schilling, who recently returned from service, has been appointed general agent of Manhattan Life in Burbank, Cal.

Before entering the army, he had been one of the leading producers in the Russell L. Hoghe agency of Equitable Life of Iowa in Los Angeles.

The Little Gem gives the facts on some 170 companies, \$2.50 singly from National Underwriter.

### MUTUAL TRUST LIFE INSURANCE COMPANY

HOME OFFICE  
CHICAGO



FIELD BUILDING  
ILLINOIS

*"As Faithful as Old Faithful"*

ONE OF THE LOWEST NET COST COMPANIES  
IN THE UNITED STATES

Same Rates — Same Dividends and Same  
Net Cost Since 1937

Competes successfully in net cost and otherwise with the best and oldest of the Eastern mutual companies in their home territories. More than forty per cent of its new business comes from New York, New Jersey, Pennsylvania and the six New England States.

Has policies to fit every life insurance need for both sexes from date of birth to old age.

*Nothing Better in Life Insurance*

# THE MANUFACTURERS LIFE

#### COMPLETE BROKERAGE FACILITIES

All Life, Endowment and Annuity Plans.  
Favorable Par. and Non-par. rates.  
Standard and Sub-standard risks.  
Facilities for handling large cases.  
Civilian Foreign Travel Coverage.  
Annuities — Single Premiums up to \$100,000.  
Prompt and Efficient Service.

INSURANCE IN FORCE, 790 MILLION DOLLARS

(Including Deferred Annuities)

ASSETS, 264 MILLION DOLLARS

INSURANCE COMPANY

HEAD OFFICE:  
TORONTO, CANADA  
Established 1887

Acci-  
by lo  
its H  
pand  
know  
cial.  
ence  
tunity  
C-75,  
Jacks

Opp  
train  
once  
opport  
Middle  
Nation  
Chicago



# Sales Ideas and Suggestions

## Retirement Provision for Key Men Is Life Insurance Opportunity

War conditions have brought more forcefully to the attention of business concerns the need of properly protecting their key men. The key men have been lifesavers during this troubled period. Executives of big business corporations realize that it is not the top men entirely that are responsible for success. Along the line are the key men who hold responsible positions and the loss of any one of them would be severe.

Life companies have realized this situation and have made it possible for enterprises of this kind to protect their key men and to take out insurance in favor of the employer so that the financial loss would be cushioned. A large amount of business has been written on that basis.

### Advantages of Plan

A rather new angle presents itself in plans being presented along pension lines enabling key men to have a definite retirement income. That draws them closer to employers and holds them to their jobs. In a number of cases business concerns have not been interested in a company-wide pension plan. The employer selects the key men and tells about what he desires to furnish in the way of retirement fund. He is thus able to cover a few key men or extend the plan to include a number who may be in the third line of defense. Premiums are not deductible from income tax but can be paid out of surplus. Under this plan a key man gets his pension from his concern and also from the social security fund.

H. G. Swanson, general agent of New England Mutual Life, Chicago, outlines some of the advantages of this type of plan in a pamphlet. Contracts are owned by the employer and may be used at the employer's convenience as unforeseen contingencies arise, he points out. No trustees are involved in making any disbursements and there are no iron bound provisions for the continuance of the plan. The employer is free to use the cash proceeds for the payment of pensions. Payments made are deductible currently by the employer as paid out.

In case of death of the key man before retirement the employer, under the internal revenue code, would receive proceeds tax free. Should need for the cash value of the contract arise in the corporation or should it require the proceeds from the contract, the funds are available for use as the company sees fit. The plan fills an important

gap in the pension trust field, he states.

The profit producing key man is the greatest asset any company can have, according to business men themselves, Mr. Swanson states. Yet a six month survey covering 2,000,000 enterprises shows the average life of these institutions to be only about six years. In the event of the key man's death, it is extremely essential that cash be forthcoming to protect and reimburse the company for the loss it has sustained.

### What Happens

When a key man dies, a number of things are likely to happen to the organization. Credit is shaken, operations are thrown out of gear. Competition will attempt to ride through the break in the organization. Net earnings are sharply curtailed or stopped. The financial outlook is completely disturbed. A great expense is faced in securing and

building up a successor to a point equal to the requirements of the important job that has been vacated. Key man insurance provides cash to carry on, to readjust, to develop a new man, meet outstanding obligations and dividends, and protect the firm against outside interests. During the life of the key man, the credit standing of the firm is strengthened, a supplementary borrowing power provided, a sinking fund created to mature at a definite date, and a reserve created without publicity.

The company, through an officer, signs the application rather than insured. The short term limited payment policies are most popular for use in this connection, particularly 10 payment life or paid up policies at age 65, Mr. Swanson says. As long as possession and complete control of the policy is vested in the corporation and the employee has neither actual nor indirect interest in the policy, the premiums are not a form of compensation and in no way affect tax payments. In the event of his death the proceeds of a policy would be received income tax free by the corporation.

rarily dislocated until their concerns get into another line. There will not be the big money going the rounds. Soliciting life insurance now will require a new technique. It will mean that life men must again study the needs of their prospects so that a program is appealing and hits the individual. They will be required to render more service than they have.

Life insurance again will have to be sold on its merits. It is a plan of saving and beneficence and protection that is safe and secure. The family needs protection and so does one's business enterprise. The time has come when an agent must step in and show the modern trends in life insurance and point out that taxes are sure to remain high and investment returns will probably stay in the lower level. Life insurance, therefore, seems to be the chief stabilized plan to protect the future.

## Many White Collar Men Now Become Prospects for Life Insurance

There have been many so-called white collar men and women who, during the last two years or so, have been unable to get much, if any, increase in salary because of the rigid rules of the federal government. If anyone receiving \$5,000 or more expected to get a salary increase, it was necessary for the employer to take up the subject with the proper authority at Washington, being compelled to give good and sufficient reasons for the increase. It meant that the office had to prove that added re-

## Reconversion Period in Life Insurance Selling Technique Is at Hand

Life insurance salesmen are doing much thinking at this time as to what course should be pursued during the next few months which might well be called a reconversion period in life insurance and life insurance selling. The general impression seems to be that while there may be a temporary lull, business should be in good shape because of the numerous activities along peace-time lines. Notwithstanding the closing of war industries or their partial closing during reconversion prognosticators at this time do not see any serious jolt or depression. Life insurance salesmen naturally will have to develop a new sales strategy because of changed conditions.

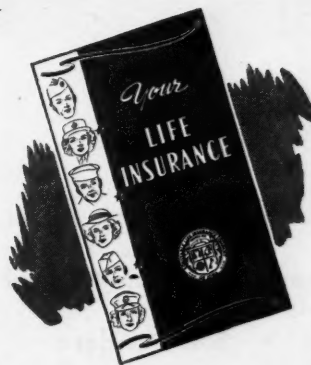
During the war period there have been fewer men soliciting in the field because the younger men were called into the service or went into war industries, and offices were not able to recruit men to take their place. Business was much easier to get because more people had more money. The family exchequer was increased inasmuch as frequently more members of the family were working at fairly good wages. Therefore, if a life agent had a convincing argument, his prospect was pretty sure to buy.

The prospect realized the necessity of saving for the rainy day and he was impressed with the solidity and plan of life insurance. It was a time when life insurance was bought, as the saying goes. It did not have to be sold. Many agents worked only part time and yet were able to write \$200,000 or \$250,000 a year. Some of these had war jobs on the side. There was not much real competition.

The appeal to purchase life insurance was different from prewar days. There was no call to make any sacrifice. If a man had money, he should invest it in something that would yield him a net return and be safe. He should not spend all his money on luxuries but should bolster up his individual financial ballast. There were thousands of men in war industries that did not go into the service and they had plenty of money and could not, of course, get National Service Life Insurance. They saw the man in uniform buying his government brand of insurance and it impressed them. The government was recommending it. Therefore, the agents drew a parallel and told these prospects

by all means they should follow the suggestion of the government.

Now there will be a different story to be told. Many of these war workers will be out of jobs or at least tempo-



"The new booklet, *YOUR LIFE INSURANCE*, is just what we who are now far from home want and need. Please send me 25 copies so that I can pass them on to others over here."

And so, in substance,

have read numerous letters from our men in the armed services, following their reading of the Company's 32 page booklet on National Service life insurance.

Information and advice, if sufficient and impartial, is always appreciated. That is why the life underwriter under arms, his buddies, and his loved ones at home, all regard *Your Life Insurance* so highly. It is concerned only with the serviceman's life insurance problems. It outlines clearly the unique benefits of National Service life insurance. It urges the serviceman, without exception, to retain and convert to a permanent plan his government policy, and it tells him exactly how to get that job done with a minimum of effort.

## EQUITABLE LIFE OF IOWA

Founded 1867

Home Office

Des Moines

### INSURANCE

#### Help Wanted — Male

Accident & Health Underwriter wanted by large Mutual Casualty Company in its Home Office to handle rapidly expanding business. Must have thorough knowledge of both Group and Commercial. Salary commensurate with experience & proven ability. Excellent opportunity. Replies held confidential. Box C-75, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

#### ACTUARY WANTED

Opportunity for young man with actuarial training and background. Home office experience not necessary but preferable. Excellent opportunity for advancement in a growing Middlewestern Company. Address C-74, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

sponsibilities had been undertaken, the person promoted to a higher job or had been given a more arduous task. In many cases the authorities at Washington sought further information before reaching a decision and sometimes the application was rejected.

Thus some time might elapse while this correspondence was going on. If the application were denied, that ended the matter.

At any rate, in most cases, employers expressed the willingness to increase the salary, but doubted the expediency of trying to get it. Now that the ceiling is off, salaries in many instances have been increased and, therefore, these people have become prospects which they were not before. In case of defense workers where the salaries were larger, they could decide at once whether they could afford to take more life insurance. However, with those that could not get an increase in salary, they could not reach a conclusion before knowing

whether the increase would be allowed. Now they become prospects.

### Gruff Business Men Seen as Best Prospects

"Persons with a reputation for being gruff and very difficult to interview usually are found to be the most desirable kind of a prospect by salesmen who take nothing for granted," according to the publication 'Who's Who' of Aid Association for Lutherans.

### Smiler May Be Procrastinator

"Timid salesmen avoid calling upon these supposedly 'tough' prospects. When the right salesman comes along, he not only finds a prospect looking for his services, but also one who is as civil as the average prospect.

"This so-called difficult prospect is so unlike the man who greets everybody with a smile, and is ready to listen to

every type of proposition and then simply keeps putting off a decision.

"The fellow who appears gruff on the surface means business from the very beginning. He does no bluffing, because he usually has little time for such activities, and his nature just revolts against actions of this kind.

"Instead of being avoided, the persons thought to be very difficult to interview especially should be sought, because they are in reality preferred prospects. Once they are shown that you know your business and that you mean business, they soon develop into your very best clients."

### Verne Travis Designs Interesting Series of Insurance Letters

V. B. Travis of Ashland, Va., supervisor of Occidental Life of Raleigh, N. C., has prepared an interesting series of letters that he uses with excellent effect. His first group or series is used before his initial call to obtain the necessary data about his prospects. He follows the first interview with the mailing of his special illustrated folder and nine cents when a policy has been left on inspection. Then there is a letter that he sends to first year policyholders and prospects whom he has not closed but where he has had interviews. He has letters which are used exclusively for railroad employees. He has 40 or 50 of these now as policyholders. He is using these letters among the remaining group from time to time before and after interviews when he does not close on two calls.

### Reinstatement Letters

Then three letters are used after the policy has actually lapsed and the insured has been so notified and Mr. Travis has received copy of the notification. He has been successful in achieving reinstatements for within the last two weeks he has mailed in five such involving \$13,000.

Again he has developed another series which is used with his personal clients when their premiums are in the grace period and the policies are about to expire. He sells a considerable amount of personal business in this way. Again the same letters can be used during the first year period of a policyholder. Mr. Travis sends them out just about the time the premium is half way through the grace period. Then he has two letters which are used in circularizing prospective agents. This has been a successful recruiting expedient.

Mr. Travis has made a study of the use of letters to policyholders and prospects of various stages in his relationships. He might be called a letter writing specialist. The fact that these letters work convince him that he is on the right road.

### Camera Fan Agent Turns Hobby to Business Use

Walter J. Knauss of Bethlehem, Pa., a general insurance man and a new agent of the Girard Life, who is a camera fan, has combined his hobby with his business in an unusually effective approach. He takes a picture of a prospect's house before calling on him. Usually he goes into a new real estate development and takes pictures of the more attractive houses. He makes a nice enlargement of each picture, has it framed, takes it to the house owner and asks him to accept it without any strings attached.

Mr. Knauss then says, "I would appreciate it if you would remember me whenever you are in need of insurance." He goes to work at once on any possible openings or needs that are developed in this initial interview.

Only one man refused to accept the picture but all the others were elated. Mr. Knauss has been using the idea especially well in connection with selling fire insurance but also has employed it effectively in connection with life insurance to cover the mortgage.

### How to Sell Life Policies on Present Market

Several suggested steps for agents to produce business on the present market are set forth in the Girard Life "Bulletin":

A. Sell simple programs instead of policies.

B. Make interviews briefer. Think out your proposition clearly so you can touch a live nerve and make the sale quickly. Today's prospect wants speed and action.

C. Open up a new market by making one call a day on one of the groups that is buying now—children, women, farmers, business proprietors, professional men.

D. Set a quota for yourself for each week.

E. Save time and shoeleather by using the telephone to make appointments.

### Urges Simpler Presentations

F. Simplify written presentations. Keep them short and clear, or better yet, use the proposals your company offers.

G. Collect a hatful of clippings about accidents and sudden death. When a prospect says "See me later," show him how often death is unexpected.

H. On each call you make today, ask for the name of one prospect who conforms to your specifications. Write a letter to these new names and tell them you have an idea you want to ask their opinion of. Then call on every one within two or three days.

I. Hold your own Policyholder Service Week. Check your files to see how long it's been since you offered your service to some of your clients. See 'em, serve 'em. Then get names from them.

J. Spend one hour every other evening on a good life sales training course. It will mean confidence, prestige, commission checks.

### Prospect Memory Jogger Is Proposed by Girard Life

A "Prospect Memory Jogger" is presented in the Girard Life "Bulletin."

Newly married men.  
New fathers.  
Men recently discharged from the armed forces.

Dealers in coal, feed, oil.  
Doctors, dentists.  
Farm machinery dealers.  
Bank employees.  
Postmasters.  
Progressive farmers.  
Ration board members.  
Lawyers, justices of the peace.  
Highway commissioner.  
County agents.  
Tax collectors, assessors.  
Funeral directors.  
Agricultural college employees and professors.

New farm and home buyers.  
Men with new jobs.  
Men who stand to inherit money.  
Men making more money.  
Men with growing children.  
Heads of the Grange.  
Owners of auto and machinery repair shops.

Barbers, plumbers, small independent store owners.  
Builders and contractors.  
Dairy operators.  
Canning company owners.  
Auctioneers.  
Leading political figures.  
Teachers, school principals, scoutmasters.

### Sullivan Agency Opening

NEW YORK—The A. L. Sullivan agency of Fidelity Mutual Life here will hold its official opening Sept. 7 from 4 to 6 p. m. Mr. Sullivan recently succeeded I. Austin Kelly, III, as general agent of the downtown agency, which was formerly located at 55 Liberty street. The new office is at 107 William street on the 27th floor.

# R

# ELIANCE

# LIFE

## INSURANCE COMPANY OF PITTSBURGH

*The Reliance meets  
every buyer's preference by issuing:*

Participating • Non-Participating • Accident •  
Health • Juvenile • Annuities • Non-Medical •  
Retirement Income • Sub-standard

## A Look at the Record

For forty-four years, through wars, epidemics and depressions, the Home Life has continued its successful operations;

Every liberal practice consistent with safety of policyholders' funds has been adopted;

Insurance protection at guaranteed low cost has been provided to its policyholders;

Every eligible member of the family can secure a policy for every purse and purpose with premiums payable weekly, monthly, quarterly, semi-annually or annually to suit the policyholders' convenience.

## THE HOME LIFE INSURANCE COMPANY OF AMERICA

Executive Offices  
PHILADELPHIA, PA.

President: Daniel J. Walsh      Secretary: Bernard L. Connor  
Treasurer: Charles T. Chase  
SECURITY AND SERVICE SINCE 1899





"Some applicants become quite desperate when an insurance company rejects them—don't they"

## Back Pay Issue Is Treated

WASHINGTON — R. N. Denham, trial examiner on the staff of national labor relations board, has submitted an intermediate report of hearing conducted in the case of Washington National and the Progressive Amalgamated Agents Union (unaffiliated) which the eighth circuit court remanded to the board to determine back pay, if any, due nine employees found to have been discriminated against, and credits, if any, due to company "for expenses that would have been incurred by the agents in earning the gross amounts each would have earned during the discrimination period."

NLRB had appealed to the court to sustain and enforce the board order of August, 1944, finding discrimination and directing that the agents discriminated against be offered reinstatement and made whole for loss of earnings during the intervening period between termination of employment and offer of reinstatement.

The examiner held hearing at St. Louis last June. His report, for consideration by members of the board, covers 17 pages, plus three in an appendix, and discusses the five issues presented, which were whether the cost of operating an automobile to carry on the operation of an agent's debit is a proper item to be charged against his gross earnings and deducted therefrom in computing the amount for which the insurer is liable;

If such cost is deductible by the insurer, what is the cost per mile of operation;

Whether contributions to charities sponsored by his customers; the purchase of raffle chances offered by his customers; or donations of miscellaneous kinds to activities in which his customers are interested and for which he is solicited by his customers, are a part of the agent's cost of doing business and deductible from the gross earnings.

The extent, if any, to which the insurer may be charged for extraordinary expenses of the agents in connection with other employment taken by them during the period of discrimination;

The extent, if any, to which the in-

surer may be charged with back pay of an agent, when such agent was physically incapacitated from performing work during the period of discrimination, or wilfully failed to do so.

The examiner reports that "although some debits have in the past been covered on foot, it was conceded that the use of an automobile is now regarded as an almost essential adjunct to the efficient operation of a debit." He reported on mileage of agents and used the ration board's 15 miles per gallon of gasoline as basis of calculating expense. The government allowance of 5 cents per mile as cost of acute operation was adopted by the examiner. He used 75 cents a week as a factor of cost of agents' donations, contributions, etc., to determine their net commissions.

### Total Back Pay \$3,904

The report takes up the case of each agent concerned, individually, and finds that back pay due the agents ranges from none in the case of three of them and from \$260 up to \$1,435 each in the case of the others, the total back pay being \$3,904. The report concludes with recommendations that the company make good accordingly and notify the board's regional director at St. Louis within 10 days what steps have been taken to comply. In the absence of company compliance, it is recommended that NLRB issue an order under the circuit court's decision directing enforcement.

### 1945 "Insurance Almanac" Out

The 1945 edition of the "Insurance Almanac," published by the "Weekly Underwriter," is now being distributed to subscribers. The price is \$3. The 1,254 page volume gives personal and statistical information on all classes of companies and numerous tables showing underwriting experience in the various fields. There is a 324-page section on "Who's Who in Insurance" and there are other sections, such as insurance agents, actuaries, adjusters, publications, associations, etc.

A new feature is the birthday list in which the birth dates, insofar as the information was available to the editor, are listed for all leading insurance executives. The editor of the almanac is J. D. Hogshead.

## "Forgotten" Policy Adds to Hospital's Endowment

A \$1,000 check for the Children's Orthopedic Hospital, Seattle, representing an endowment policy purchased in 1925 in behalf of the institution, was presented recently by the Elma Kiwanis Club at Elma, Wash., a farming community of 1,100 people, about 100 miles from Seattle, to Mrs. Henry B. Owen, president of the hospital.

The gift came as a surprise to the hospital's president, who last April received from the Seattle Life Underwriters Association \$156,465 representing the proceeds of matured endowment policies sold by its 400 members 20 years ago to provide the hospital an adequate endowment fund.

Officers of the club couldn't remember who sold them the policy or under what circumstances.

This "forgotten" policy increased to

\$367,232 the amount the hospital's endowment fund is realizing from the 1925 campaign. Already the greater part of this has been paid at maturity or in death claims, and about \$115,000 more eventually will be paid in death benefits of life policies which are fully paid for or are still being carried by benefactors of the hospital.

### Conn. Savings Bank Figures

An increase of \$133,020 in insurance in force with the Connecticut savings bank life insurance fund in July brought the aggregate to \$5,316,301, John P. Royston, fund manager, reported.

Bridgeport - People's Savings Bank, which does the lion's share of such business in Connecticut, issued policies for \$33,514 during that month, thus bringing its total to \$1,317,074. It also has 462 group insurance certificates in force, for \$790,900.

## OPPORTUNITY

*The Pan-American Life Offers:*

- \*A complete line of Policies on Participating and Non-Participating Plans.
- \*One of the most liberal Agency Contracts in America—Commissions plus cash allowances.
- \*A Recruiting Plan and Special Training for New Fieldmen.
- \*A New System, relieving General Agents from detailed Agency Accounting.
- \*Attractive and Effective Sales Aids and Policy Illustrations.
- \*Prospects for Insurance furnished through a Proven System.

*Correspondence invited with men not at present connected.*

Address:

CHARLES J. MESMAN, Superintendent of Agencies

**Pan-American Life Insurance Company**  
New Orleans, U. S. A.

CRAWFORD H. ELLIS      EDWARD G. SIMMONS  
President      Executive Vice-President

It would be a courtesy to the NATIONAL UNDERWRITER if you will mention the name of this publication when replying to the above advertisement. Pan-American Life Insurance Company.

## UNDERWRITING OPPORTUNITY

Excellent opportunity for a man who is an experienced Home Office underwriter. He must be under 40 years of age, with at least 10 years of experience. Write giving qualifications, experience, age and salary desired. Your reply will be kept strictly confidential.

**The Franklin Life Insurance Company**  
Springfield, Illinois

## "LIFE BEGINS AT 40"

The Indianapolis Life Insurance Company, each year since its organization in 1905, has made progress and now, after 40 years, is prepared for even greater progress and service.

Even though OUR 39TH YEAR (1944) was one of the best in our history, 1945 — our 40th Anniversary Year — is far surpassing it.

### HIGHLIGHTS FROM FIRST SIX MONTHS

NEW PAID BUSINESS—26.5% ahead of the same period last year.

GAIN OF INSURANCE IN FORCE—50.2% ahead of same period last year, bringing total in force to over \$148,000,000.

NUMBER OF MEN paying for over \$100,000—50% greater than same period last year.

AVERAGE PRODUCTION and AVERAGE EARNINGS PER FIELD REPRESENTATIVE—Highest in our history (and the TNEC report, a few years ago, reported that Indianapolis Life full-time men earned the largest average income of any company studied.)

Yes, LIFE at 40 is on the move.

Splendid agency opportunities with this high quality Legal Reserve Mutual Company are still available in a few choice cities in Indiana, Illinois, Texas, Ohio, Michigan, Minnesota and Iowa.

## Indianapolis Life Insurance Company

Indianapolis 7, Indiana

An Old Line Legal Reserve Mutual Company

Edward B. Raub  
President

A. H. Kahler  
Second Vice-President  
Supt. of Agencies



## HIS FIRST MONTH'S CHECK WITH WESTERN WAS \$1,118.89

This was the reward of a new Western Life agent for his first months' work in July, 1945. His record:

Number paid applications—15

Volume paid—\$32,500

Commissions paid in cash—\$1,118.89

The commissions paid do not include deferred first year commissions, year-end bonuses for quality business, renewals, or Pension equity. Nor does it include any earnings on submitted volume not yet paid for.

Skilled underwriters with the Western Life receive top pay and find it easy to solve insurance problems with modern and flexible forms and riders.

To earn more you should know more about the Western Life.

If You Can Qualify -- this earning-opportunity is still available in some spots in California, Oregon, Washington, Montana, Idaho, Utah and Wyoming.

## WESTERN LIFE INSURANCE COMPANY

HELENA

Since 1910

MONTANA

Assets \$21,387,766

Surplus to Policyholders \$2,650,000

R. B. RICHARDSON  
President

LEE CANNON  
Agency Vice President

## Fatal Heart Attack After Overexertion Held an Accident

The New York supreme court, appellate division, has affirmed the judgment of a supreme court jury awarding the face value of the policy where the assured died from heart trouble while he was attempting to extricate his automobile from a snowbank. The case was Burr vs. Commercial Travelers Mutual Accident.

Burr, who was employed by the internal revenue department at Oneonta, N. Y., got stuck in a snowbank, while driving to Utica with Mrs. Burr and their son. He walked about a mile to a farmhouse for a shovel. He rested there because he had a pain in his chest and was short of breath. Later he walked back to his car and although tired and exhausted began to shovel snow. He slipped and fell against the car. He died en route to the hospital. Three doctors testified on behalf of Mrs. Burr that death was caused by a coronary occlusion occasioned solely by the overexertion and the fall against the shovel and the automobile. The medical witnesses for Commercial Travelers expressed the belief that death was occasioned by a diseased condition of the heart.

The appellate division found it was for the jury to determine whether, prior to the claimed accident, the assured was suffering from a disease or only a predisposing tendency which as the consequence of the accident caused the occlusion. The court said consideration should be given to Burr's observed condition. He had continued to work steadily for a long period without lost time on account of sickness. It was just about a week before his death that he had a light attack of diarrhea which speedily responded to ordinary curative agencies, at which time a physician in a routine examination found nothing wrong with the heart or blood pressure.

## Mutual Life July Leaders in Volume and Apps

Herman Lasker of the St. Paul agency of Mutual Life, managed by H. W. Moore, was the leader in volume of insurance sold in July. J. Dudley Miller of the Vermillion agency in Chicago was second and Jacob W. Shoul of the Boston agency, managed by Joseph A. Lanigan, was third.

In number of paid applications, John H. McCauley of Cleveland was first; A. C. Hottenstein, Harrisburg, second, and Adrian Fisch, St. Paul, third.

Others in the first 10 in volume were Henry G. Banks, Atlanta; George W. Perring, Milwaukee; Walter L. Stegall, Memphis; Charles S. Wilkins, Jackson; Edgar R. Baturin, Washington, D.C.; R. Albert Guest, Springfield, Ill., and Bruce M. Souter, Syracuse.

In number of paid applications: A. B. Waggoner, Nashville, fourth; John H. Connor, St. Paul; Wilbur B. Lichter, Pittsburgh; T. Justin Myers, Scranton; Edgar R. Baturin, Washington, D.C.; J. P. Wells, Richmond, and Phillip C. Tennant, Jr., Washington, D.C.

## Bankers Life of Ia. Leaders

All of the 47 agencies of Bankers Life of Des Moines registered gains of insurance in force the first seven months of 1945.

On the basis of percentage of gain, the three leading agencies were those of W. A. Fraser, Lincoln, Neb.; S. H. Bright, Spokane, Wash., and R. L. Bailey, Mason City, Ia. Of the 10 leading agencies in percentage of gain, three are east of the Mississippi river, three in the southwest, three in the Mississippi valley, and one in the far west.

After the first three, the remainder of the leading 10 agencies ranked as follows: L. W. Spickard, Milwaukee; Floyd Smith, El Paso; L. C. Waring,

Oklahoma City; H. F. Moore, Toledo; R. J. Beaver, Fort Worth; R. E. Shay, Minneapolis and St. Paul, and J. M. Kepler, Grand Rapids.

## Cooperatives Are Active

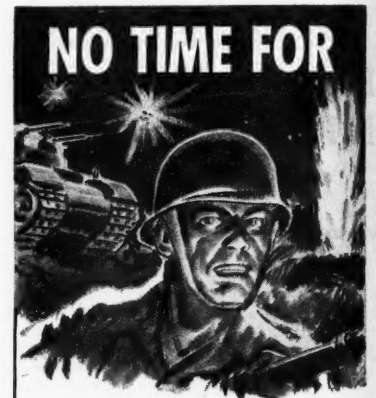
The cooperative movement is not overlooking the result of a recent election in Great Britain. W. J. Campbell, editor Cooperative League News Service, declares that the new British prime minister, Clement Attlee, is a staunch friend of cooperatives. The writer said that he knows intimately the cooperative leaders. Mr. Campbell said that he expressed a deep interest in the growth of the U. S. cooperatives.

The cooperatives are finding much in the address of A. J. Roth, manager of the commerce and finance division of the Pittsburgh Chamber of Commerce, who in an address before the Pennsylvania Commercial Secretaries commended cooperative enterprise.

## Expedite Mich. Tax Appeal

LANSING, MICH. — Edward P. Wright, Detroit, counsel for Prudential and Massachusetts Mutual Life, has filed notice of appeal from Judge Carr's decision upholding constitutionality of Michigan's tax laws and posted appeal bond.

Maurice Moule, assistant attorney general handling the case for the Michigan department, said he and Mr. Wright will sign a stipulation for placing the action on the October docket of the Michigan supreme court in event the record is not prepared for filing by the Sept. 12 deadline.



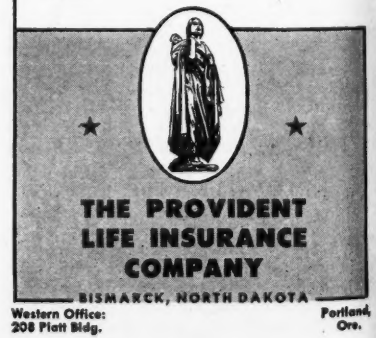
## "MARKING TIME"

The ebb and flow of battle reach back into the life of every American with compelling force. And just as surely, the sweat and sacrifices of us here at home are reflected in the fortunes of our heroic armies.

So this is no time to "mark time"... for each of us and every institution of which we are a part, have a place in building the victory edifice.

The life insurance business is no exception and we at Provident have dedicated our minds, our money and our hearts to this cause for as long as it takes.

And when this task is finished we will devote the same talent and purpose to building a better America by continuing to promote individual security and contributing to national progress.



Western Office:  
208 Platt Bldg.

Portland, Ore.



## FRATERNALS

### Lutheran Brotherhood Six Months Totals Shown

Lutheran Brotherhood at June 30 had \$117,663,560 adult and junior insurance in force, a gain of more than \$7 million in the last 12 months. Juvenile business increased about \$800,000 to a total of \$8,317,200 and total insurance in force in all departments was \$125,980,760, gain \$17,850,214.

Total premium income in the first half year was \$1,946,224 increase \$286,000 over the previous 12 months, and total income from all sources was \$2,796,275, gain \$395,697. Interest on invested assets less accrued interest paid was \$449,028 against \$384,271 in the previous 12 months. Lutheran Brotherhood paid \$611,546 benefits to policyholders and beneficiaries in the six months as against \$463,994 in the same period last year, this including \$257,782 policy dividends this year. Death claims increased about \$66,000 to \$235,885 in six months and included 98 war claims. Ledger assets at June 30 were \$22,099,002, an increase of about \$3 million in 12 months.

### Davey to Lutheran Brotherhood

A. T. Davey, former state manager of Maccabees in Indiana, has gone with Lutheran Brotherhood as a full time field man in the Rockford, Ill., territory.

### Mrs. Talley Speaks in Milwaukee

Mrs. Dora Alexander Talley, national president of Woodmen Circle, Omaha, addressed a meeting of 50 delegates from local chapters of the Wisconsin and Minnesota circle at a dinner in Milwaukee. Mrs. Ermal Austin, Milwaukee, national representative and Wisconsin state manager, was chairman. The meeting discussed plans for the reconversion period and a peacetime program.

**A** LEGAL reserve fraternal life insurance society for all Lutherans on 3% American Experience reserve basis. Twenty-six years old — \$118,500,521 in force. Mortality experience 1944 — 39.16%. Rate of assets to liabilities—110.11%.

★

Our new agents' contract, with retirement program, has been enthusiastically received by our agency force

★

Address your letter of inquiry to  
**THE SUPERINTENDENT OF AGENCIES**

### LUTHERAN BROTHERHOOD

LEGAL RESERVE LIFE INSURANCE FOR LUTHERAN

Herman L. Ekern, President  
20 Second Avenue So., Minneapolis 2, Minnesota

**"Since 1868"—the best in Life Insurance Service for Catholics**

**CATHOLIC FAMILY PROTECTIVE LIFE ASSURANCE SOCIETY**  
726 N. WATER STREET - MILWAUKEE 2, WIS.  
Whole Family Life Insurance for Catholics

## Shift Prospecting Emphasis During Reconversion Era

Agency executives are now giving much thought to what may happen within the next few months now that Japan has been conquered. Many service men will return and home defense plants will be considerably curtailed during the reconversion period. During this time there will be thousands of men let out until the structure is readjusted. There may be a temporary slump in insurance production. Insurance men do not look for a sharp depression but they do fear the danger of inflation unless proper restraints are set by the federal government.

A number of agents have built up a splendid business canvassing defense workers and those in other industries that have been making excellent money. They have had more to spend and if insurance men could get to them and used some persuasive powers applications were the result. Furthermore the family exchequer in thousands of homes has been increased because older people who would not ordinarily be employed have jobs. Women also have been quite generally employed. For the time being their incomes are artificially swollen. They bought life insurance because they had the money.

### Question About Holding Business

Just how much of this business can be held remains to be seen. This market will be at least temporarily affected by the reconversion processes and it is not likely that such high wages will prevail when the revamping is accomplished. As soon as these industries begin to be reconverted and readjusted, naturally a large number of employees will be let out. They will not have the money to renew their insurance. Various schemes have been put in effect or will be to hold so-called war boom business. Companies realize that there will be many lapsations unless special work is done to hold the policyholders.

### White Collar Class to Be Better

Another group in which salesmen are interested is the so-called white collar class, constituting the vast numbers who are on salary which have been more or less frozen because employers were not allowed to increase salaries unless the work and responsibility have been increased. There had to be a special reason for increasing salaries. The fixed salary or white collar group has not had the increased income of skilled workers and others engaged in industries of various kinds. However, now that restrictions as to salaries have been removed, enabling employers to make proper readjustments undoubtedly there will be better prospects in this particular group.

The third class might be called the executive group, those that are not dependent on salaries, all of whose income comes from profits or dividends. People in this group are excellent prospects. Some companies have built their business largely on that secured from this class. There may not be much change in this class for the time being, as prices are destined to hold up for some time until stocks are all replenished and there is a supply in reserve. Altogether then the outlook is not discouraging. There will need to be considerable shifting of sights and new plans must be laid out.

### Holds Beneficiary Can't Collect on Policy Bought with Embezzled Funds

PORTLAND, ORE.—Life insurance payments accruing from policies purchased with embezzled funds belong properly to the concerns from which the funds were stolen, and not to an innocent beneficiary named in the policy,

Federal Judge Fee ruled in the case of Mrs. Ruby M. Brown vs. New York Life and Federal Deposit Insurance Corporation. Suit was brought on two \$10,000 policies held by her son, Edward N. Brown, vice-president of the Harney county, Ore., Bank of Burn, at the time of his death by suicide in August, 1942. Brown took his own life in a back room of the bank as examiners were bringing to light the fact that he had misappropriated \$416,000.

Judge Fee ordered a division of the insurance payments, with the beneficiary getting only a pro rata payment of proceeds from one premium payment which could not be traced to embezzled money. FDIC, insurer of the bank, is entitled to the balance, as all insurance premiums which can be traced to his account in the institution were bank property because of Brown's fraud, the opinion set forth. Brown's failure to advise the bank that he had used money stolen from it to buy the insurance prevented the bank from exercising its right of setoff against the monies in his account and against salary payments made periodically to him, the court held.

### Court Decides Issue Involving Refund Under Settlement Agreement

A settlement agreement regarding a \$25,000 fund made by Massachusetts Mutual Life with the late L. K. Oppenheimer, whereby he was to receive quarterly payments until his death, and at his death his daughter was to receive certain sums payable monthly for life, took the fund out of the category of a life annuity, even if the agreement was made by mistake, Judge Schneider ruled in the Cincinnati common pleas court. The court held that a balance of \$21,466 in the fund at the death of Oppenheimer's daughter, Claudia Oppenheimer, Feb. 13, 1941, must be paid her estate. Reformation of the agreement was denied.

Oppenheimer had a \$25,000 endowment policy which came due in April, 1932, the face of which called for \$25,581. Deciding to leave \$25,000 with the company, he entered into an agreement whereby he was to receive quarterly payments, and at his death his daughter was to receive monthly payments for life. At her death the balance was to be paid to her estate, according to Melvin McLain, executor of her estate. Oppenheimer died Oct. 9, 1939. The daughter

received payments until her death in February, 1941, when the balance was demanded by the executor.

Refused payment, McLain sued. The company answered with the claim that the agreement had not been drawn properly and, instead of providing that the balance of the fund be paid to the estate of the final beneficiary, the intention was to pay the commuted value of the stipulated installments. The company offered to confess judgment to this, \$1,157 and asked for reformation of the contract.

While recognizing that "the whole scheme of life annuities would collapse if the courts would permit the estate of a purchaser or beneficiary of a life annuity to recover unpaid balances," Judge Schneider held that the right to make a separate special contract existed, and since the contract made with Oppenheimer provided that funds remaining at the death of the daughter were to be paid to her estate, the executor was entitled to the full balance.

Massachusetts Mutual contends that Mr. Oppenheimer understood the difference between a life annuity with no refund and other annuity forms and that it was clearly his intention to provide the largest possible income for his daughter during her lifetime. The company, it is understood, will appeal.

### Australian Insurance Welcome

The council of the Incorporated Australian Insurance Institute has set up, through their local insurance institutes, committees to extend welcome to such members of the U. S. armed forces, as are associated with insurance, who may be stationed in Australia.

This supplements the hospitality project inaugurated some time ago through the British Insurance Association, London, England, which was implemented in this country through the "Overseas Forces Hospitality Committee," 150 William street, New York. Up to April 14, 36,126 cards of introduction had been issued to those connected with insurance companies in the United States.

To insurance companies here, the Overseas Forces Hospitality Committee has addressed a letter inviting requests for the Australian card, which lists the addresses of welcoming committees in Sydney, Adelaide, Melbourne, Perth, Brisbane, and New Castle.

Facts will help you close "stallers." Get the new *Little Gem* now. \$2.50 singly from National Underwriter.

## 55 YEARS YOUNG... And Still Growing

The Woodmen Society, in the best of health and still growing, becomes 55 YEARS YOUNG on June 6. In its 55th year it enjoyed the greatest gains of the past quarter-century — GAINS: In Membership, 8,639; in insurance in force, \$19,969,000; in assets, \$5,573,000.

Entering its 56th year, its members and officers are inspired by this 55-year record of growth to strive for ever greater expansion of Woodmen fraternal and protective service.

## WOODMEN OF THE WORLD

Life Insurance Society

OMAHA, NEBRASKA

### The Standard LIFE Association

Lawrence, Kansas

★ ★ ★

Not too large to give personal attention to individual agents.

Not too small to provide money-making agency contracts.

★ ★ ★

54th Year of Service

# ACTUARIES

## CALIFORNIA

Barrett N. Coates      Carl E. Herfurth  
**COATES & HERFURTH**  
 CONSULTING ACTUARIES  
 660 Market Street      437 S. Hill Street  
 SAN FRANCISCO      LOS ANGELES

## ILLINOIS

**DONALD F. CAMPBELL**  
 and  
**DONALD F. CAMPBELL, JR.**  
 Consulting Actuaries and Public Accountants  
 35 Years of Service  
 160 North La Salle Street, Chicago, Illinois  
 Tel. State 1336

## WALTER C. GREEN

Consulting Actuary  
 211 Wacker Drive  
 Chicago  
 Franklin 2633

## HARRY S. TRESSEL

Certified Public Accountant and  
 Actuary  
 10 S. La Salle St., Chicago 3, Ill.  
 Associates  
 M. Wolfman, F. A. I. A.  
 N. A. Moscoritch, A. A. I. A.  
 W. H. Gillette, C. P. A.  
 L. J. Lally      Franklin 4020

## INDIANA

### Haight, Davis & Haight, Inc.

Consulting Actuaries  
 FRANK J. HAIGHT, President  
 Indianapolis—Omaha

## HARRY C. MARVIN

Consulting Actuary  
 221 E. Ohio Street  
 INDIANAPOLIS, INDIANA

## MISSOURI

### NELSON and WARREN

Consulting Actuaries  
 915 Olive Street, Saint Louis  
 Central 3126

## NEW YORK

Established in 1865 by David Parks Fackler

### FACKLER & COMPANY

Consulting Actuaries  
 8 West 40th Street      New York

Consulting Actuaries  
 Auditors and Accountants

### Wolfe, Corcoran and Linder

116 John Street, New York, N. Y.

## PENNSYLVANIA

### FRANK M. SPEAKMAN

CONSULTING ACTUARY  
 Associate  
 E. P. Higgins  
 THE BOURSE      PHILADELPHIA

## Va. Beneficiary Designation Case Is Reversed

RICHMOND—The Virginia court of appeals Wednesday reversed and entered final decree in the case of Smith vs. Coleman involving the right of an insurance policyholder to designate as beneficiary some one with no insurable interest in his life. It had previously held that the beneficiary must have an insurable interest.

The earlier decision created consternation in Virginia and Life Insurance Association of America and several individual companies took a hand in the task of securing a reversal.

## Hollenberger and Feay Now Principal Actuaries in N. Y.

NEW YORK—Maximilian Hollenberg and Herbert Feay, assistant actuaries of the New York department, have passed the promotional examination for principal actuary. C. C. Dubuar was advanced from principal actuary to chief actuary about a year ago. It was decided to have two principal actuaries, one at Albany and one at the New York city office of the department.

As in the past, Mr. Feay and Mr. Hollenberg will be in the Albany and New York offices, respectively. Mr. Hollenberg's score on the examination was 93.672% and Mr. Feay's 88.202%. By statute the position of principal actuary pays \$5,750 the first year, increasing by \$250 each year until the annual salary is \$7,000.

Following the recent death of D. F. Broderick, chief of the New York department's life bureau, Julius Sackman, associate examiner, has been designated as acting chief.

## Dean H. Taylor Conference

The Dean H. Taylor agency of Equitable Society at Buffalo held its annual educational conference at Shorewood Country Club, Dunkirk.

C. B. Metzger, assistant treasurer of Equitable, represented the home office and spoke on "Your Post-War Opportunity." Arthur B. Shepard, Jr., assistant divisional group manager, stressed the favorable market for group insurance today.

Robert A. Scott, agency supervisor, gave a presentation on "How to Sell Annuities and Retirement Insurance." Cashier Earl W. Peterson explained why agents should be careful and fully complete applications and showed how much easier it is for the home office to issue policies when complete information is given.

Peter G. Mode talked on "Prospecting" and gave the story of how he has developed a clientele of over 200 families who keep him furnished with prospects at all times. Assistant Manager Edward Murphy discussed "Business Getting Packages" and stressed the opportunity in the juvenile market today. Agency Manager Taylor told of the post-war plans of the agency and presented to Bert L. Sawyer his 30 year veteran legion certificate.

## Home State Merges Agency Work

Claude C. White has resigned as manager of the ordinary agency department of Home State Life of Oklahoma City. That department has been discontinued as a separate unit. Hereafter all sales effort and agency work will be merged under the management of J. B. Carnett, formerly manager of the industrial department. Both men have been with the company more than 15 years.

## Clampitt Field Supervisor

Bruce Clampitt of LeMars, Ia., has been appointed field supervisor of Iowa Life and Iowa Farm Mutual, both operated by the Iowa Farm Bureau Federation. He has been a county extension director.

## Mutual Life Agency Heads Gather at Chicago Sept. 17-20

Mutual Life is holding a conference of its 75 agency managers Sept. 17-20 at the Drake Hotel, Chicago. Post-war-planning will be the theme, with particular emphasis on Mutual's elaborate plans, soon to be announced for war veterans wishing to become agents.

These plans contemplate especially liberal treatment not only for former Mutual agents but for former home office employees and for veterans generally.

The meeting will be strictly a business conference. Attendance will be limited to managers, divisional superintendents, and members of the home office agency department.

## Returning Flyers Present Salary Problems

Insurance employers find that some of their most difficult decisions in connection with returning veterans are in relation to military flyers. Many of these young men had beginner's jobs in the insurance offices and yet have skyrocketed in point of income and prestige in the air force. Many of them have become accustomed to incomes of \$300 or \$400 a month. While they are men of excellent potentialities it would unbalance insurance salary equilibrium to pay them what they have been accustomed to getting while in uniform. A number of these men have landed good paying jobs with airlines or in other branches of the aircraft industry, with the best wishes of their former insurance employers.

Those in other branches of the service progressed less rapidly, in general, and it is not so difficult to reach an understanding with them as to salary.

## Stimulate Persistency Chart Use

In the interest of improved persistency, Pacific National Life offers an award of \$2 to each agent who requests supplies of the persistency rating chart that was devised by the Sales Research Bureau. Also an award of \$1 is being paid for each application received during August and September accompanied by a completed persistency rating chart.

## Kirkpatrick Speaks Twice

A. L. Kirkpatrick, insurance editor Chicago "Journal of Commerce" who is becoming insurance department manager of the U. S. Chamber of Commerce, will address the Group Supervisors division of the Chicago Association of Life Underwriters Sept. 10 and the Cashiers division at a dinner Sept. 11. W. E. Peck, manager Reliance Life, also will talk to the cashiers, on veterans affairs.

## L.A.A. to Meet in N. Y.

The Life Insurance Advertisers Association will hold its annual meeting Nov. 12-14 in New York City at the Hotel Pennsylvania. The convention committee is headed by Powell Stamper of National Life & Accident.

## W. H. King Agency Open House

NEW YORK—There will be open house at the W. H. King agency of New England Mutual Life Sept. 12 from 4 to 6 p. m. Mr. King became general agent here Sept. 1, succeeding S. D. Warner, who continues as associate general agent.

## McKim Received by Pope

Edward D. McKim, who is vice-president of United Benefit Life and Mutual Benefit Health & Accident, but is presently in government service, was received by Pope Pius XII. Mr. McKim is making a European trip as an observer of surplus disposal for the director of war mobilization and reconversion. It is

likely that Mr. McKim will complete his Washington assignment this fall and return to his position with the Omaha companies.

## Gorman's Insurance Position

John Gorman, member of the Illinois legislature who has just been appointed a member of the interim commission to study state legislation in the light of the S.E.U.A. decision and public law 15, was incorrectly identified as a broker connected with George Herrmann & Co., Chicago. Mr. Gorman is a vice-president of George Herrmann Co.

The Walter C. Doll agency of Berkshire Life in Cincinnati has moved from 1103 Carew Tower to larger quarters at 2108-2111 Carew Tower. The agency has made an excellent production record since Mr. Doll became general agent several years ago.

Annual statements are fully analyzed in the **Unique Manual-Digest**, \$6 from National Underwriter.

## FOLLOW THESE STARS TO A BRIGHTER AND BETTER INCOME

LIFE — HEALTH — ACCIDENT and HOSPITAL INSURANCE

- ★ Office Allowance
- ★ Renewals As Long As Business Is In Force
- ★ Commissions—Plus Cash Allowances
- ★ Agency Advertising and Development Fund
- ★ Home Office Co-operation in Training Field Men

We have some

## REAL OPPORTUNITIES

for men who are looking for a chance to develop their own agencies. Territories open in MISSOURI, KANSAS, IOWA and NEBRASKA.

For More Information  
 WRITE

O. R. Jackson, Vice-President

## POSTAL LIFE & CASUALTY INSURANCE COMPANY

"An Old Line Legal Reserve Life Insurance Co."

4727 Wyandotte Street  
 Kansas City 2, Missouri

If you are located in Illinois . . . Iowa . . . Missouri . . . Minnesota . . . North Dakota . . . South Dakota . . . Nebraska . . . or Kansas

## CHECK WITH US TODAY FOR GENERAL AGENCY OPENINGS

Our agents are writing four times the business they were writing five years ago and our insurance in force has doubled in that period. Liberal contracts . . . including income disability . . . PLUS prompt and sympathetic home office cooperation guarantee a profitable and happy business connection. Write:

**FARMERS LIFE Insurance Company**  
 Des Moines, Iowa





## *The habit that taught me a way of life*

THERE are certain habits which a soldier has to acquire in order to stay alive.

There's the habit of digging a foxhole whenever you stop to rest.

And the habit of carrying your gas mask with you at all times.

The operation of your weapons must become second nature to you. They weren't kidding when they blindfolded me and told me to take my rifle apart. There was the night I fell in the mud on patrol and I remembered what I had been taught.

Now that I've been discharged, I've found that habit plays an important part in civilian life too.

Here at John Hancock we have learned to do the right things in the right way. When the right way of selling life insurance becomes a habit, more sales are closed and more money is earned. It's a pretty good thing to know.

*John Hancock*  
MUTUAL  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS

GUY W. COX  
Chairman of the Board

PAUL F. CLARK  
President

Eighty-two years of growth  
Insurance in force December 31, 1944, \$6,803,793,028



## *Averages work better for actuaries . . . than for salesmen!*

The above may sound like heresy in this business—but it's so. Lots of conscientious, hard-working salesmen base their work on the law of averages . . . make enough calls and they get the business!

Averages are infallible in the hands of actuaries . . . but can be profitless to salesmen who work with potentials and living prospects.

One planned call on a proper prospect can be more resultful than a dozen doorbells rung and a dozen scratch interviews. Aetna records will convince any skeptic that planned selling pays! . . . Aetna provides the plans that sell!

THESE Aetna programs are not merely canned canvasses or theoretical solicitations. Years of experiment, in collaboration with Aetna's best salesmen, go into every selling program before it is ever released and recommended to all Aetna representatives.

Estate Control, for instance, dates from 1936; was carefully developed by trial and error in thousands of calls, before Estate Control procedure was offered for the use of all Aetna salesmen.

And the evidence on our books today shows that any intelligent Aetna salesman who follows the proven procedure of Estate Control can get more business.

ESTATE CONTROL is the most valuable service you can offer to any policyholder—assures his insurance accomplishing the ends for which he bought it . . . But Estate Control is also a powerful selling tool, in that it makes the prospect want more insurance; gets more new policies from old clients; makes Group policyholders prospects for new individual policies; makes the Aetna salesman the aide, advisor and confidant of every policyholder he sells!

**ÆTNA LIFE INSURANCE CO.**  
HARTFORD, CONNECTICUT



**AFFILIATED COMPANIES:**

The Aetna Casualty & Surety Company  
The Automobile Insurance Company  
The Standard Fire Insurance Company  
of Hartford, Connecticut